

LIFE



PEIPING

**CHINA'S BEAUTIFUL CITY
IN COLOR**

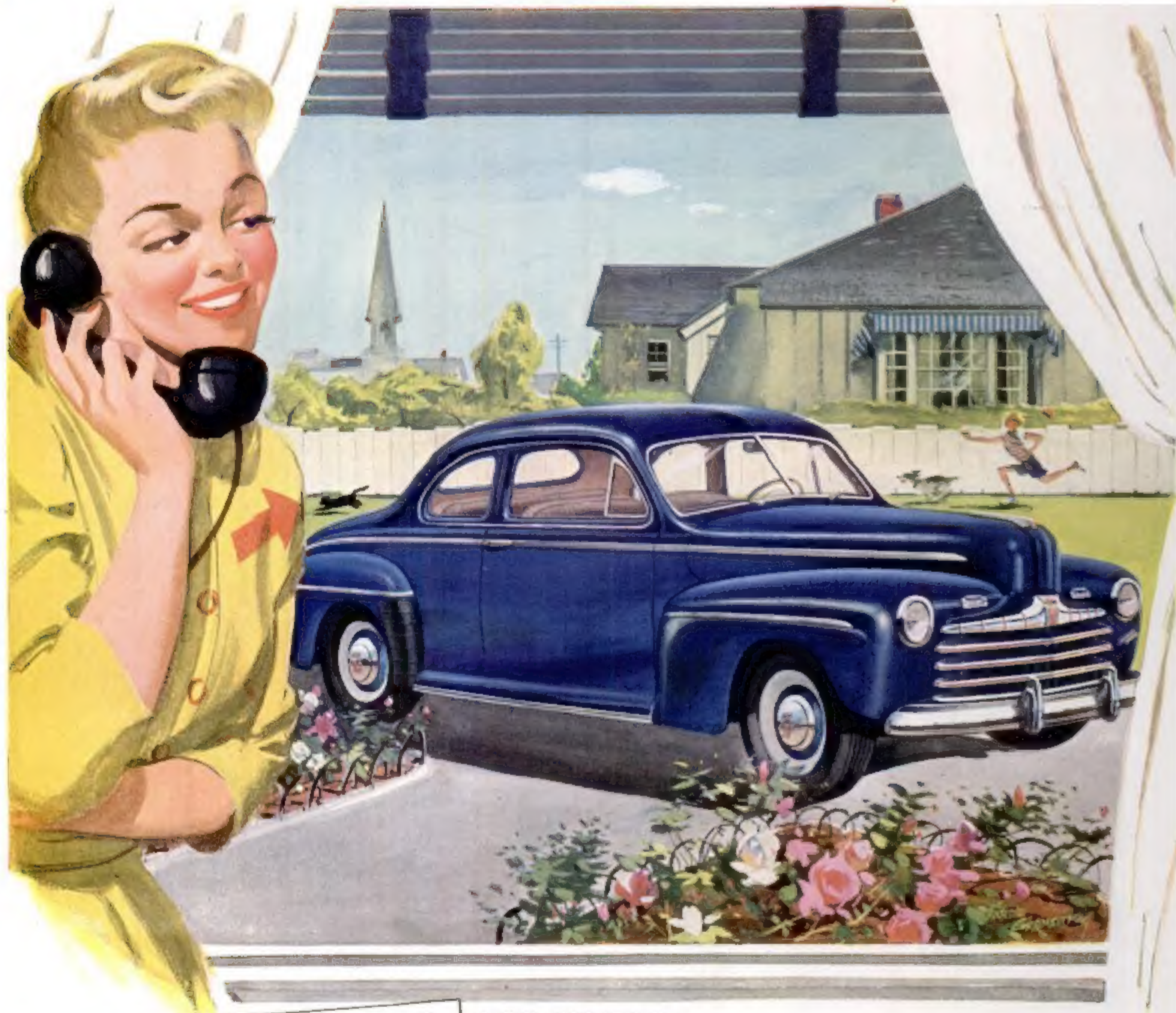
APRIL 29, 1946

10

CENTS

YEARLY SUBSCRIPTION \$4.50

FORD'S OUT FRONT in style, too!



The Big New 1946 Ford Sedan Coupe

Whatever model you choose, the big new 1946 Ford car is a streamlined beauty from the newly styled grille to the rugged rear bumper! And there's refreshing new elegance inside, too. Rich fabrics! Restful seats! A new instrument panel, smartly decorated with plastic trim! For performance, Ford is the only car in the low-priced field with a 100 h.p. V-type, 8-cylinder engine (the type used in America's costliest cars) . . . the only car that gives you the safety of such big, oversized, self-centering, hydraulic brakes! See it at your Ford dealer's today!

There's a

Ford

in your future



You have never seen a more beautiful instrument panel! And you've never seen a more colorful two-toned interior than you'll find in this luxurious new Ford!

TUNE IN { The FORD-Bob Crosby Show—CBS, Wednesdays, 9:30-10 P. M., E.S.T.
The FORD Sunday Evening Hour—ABC, Sundays, 8:30 P. M., E.S.T.

"Didn't your teacher know anything, Mommy?"

DAUGHTER: Didn't she even know about gum massage, Mommy? Didn't she? In school we—

MOTHER: Princess-Face, you're my daughter and I love you. Only sometimes...

DAUGHTER: But Momm-mmee! You brush your teeth with Ipana but you don't massage your gums with it! You—

MOTHER: Stop squeaking!

DAUGHTER: But teacher says soft foods don't give your gums enough exercise and so everybody should massage their gums after they brush their teeth because healthier gums mean sounder, brighter teeth, and—

MOTHER: She says that?

DAUGHTER: Yes, Mommy, because she says otherwise gums might get flabby and tender. That's what we learn at school. Yes, and see that "pink" on your tooth brush, Mommy? Well—

MOTHER: And I used to call you my Bundle from Heaven! What about it?

DAUGHTER: Mommy, you should've seen the dentist about it a week ago when you first saw it! You should've, you *know* you should've!



Ipana and Massage

Product of Bristol-Myers

PRINCESS-FACE may be a little on the officious side...but she's one of the millions of school-children today who know more about modern dental care than their parents. In thousands of classrooms all over the country, teachers are explaining the need for gum massage... its importance to sound gums and bright teeth.

And backing these teachers up, a national survey shows that 7 out of 10 dentists approve this

routine—recommending regular gum massage.

If your tooth brush "shows pink," don't ignore its warning. *See your dentist.* He may suggest "the helpful stimulation of Ipana and massage," as so many dentists do.

For Ipana, with massage, is designed to help the gums. So you can see why a nationwide survey shows that more than twice as many dentists personally use Ipana as any other dentifrice.



Season for youth - and pictures

This is no month to be out of doors without a camera!

The sunny world is owned by children and puppies... flowers and birds... clouds and trees. And with your camera, you can capture all these young, colorful scenes of Spring.

Load your camera with *wide-latitude* Ansco Film, with its *extra margin of exposure safety*. Then go out and take pictures of your favorite child, or girl, or landscape, confident that Ansco's wide-latitude means *you'll get pictures*. Even under difficult lighting conditions—morning or late afternoon!

Try for good light—for exact exposure! But, even if you're not sure, Ansco Film will help cover your mistakes.

The important thing is to *get out and take pic-*

tures of Spring! Hurry! Ansco, Binghamton, N. Y. A Division of General Aniline & Film Corporation. General Sales Offices, 11 West 42nd Street, New York 18, N. Y.

PHOTO TIPS

Don't take color pictures late in the afternoon — the sun has too much red in it to give true-color lighting. Stick to black-and-white pictures in early morning and late afternoon... and use Ansco Plenachrome or Supreme Film.

• • •

Never use a box camera nearer than 8 feet from the subject. If your camera has focusing adjustment, focus carefully. It is best to pace off the distance, allowing 3 feet for each pace.



The f3.5 Ansco Reflex coming soon.



ASK FOR *Ansco* FILM & CAMERAS



Long Distance is catching up too

More Long Distance calls go through as you hold the wire. Long delays are fewer.

The service is getting better, but we've still got a good way to go before we get back to pre-war service.

Once we catch up with that, we'll keep right on going and try to make the record even better.

BELL TELEPHONE SYSTEM



This One



DABU-ZAW-DNY3



For years only hog bristle made fine tooth brushes . . . Then science made round-end **PROLON**



Far and away the best of the new synthetic tooth brush bristles, being marketed under various trade names, are those made by duPont.

"Prolon" is our trade name for the very finest grade of this duPont synthetic bristle.

PROLON—no finer bristle made

So, when you read or hear competitive tooth brush claims, ask yourself this: How can the same duPont bristle, in another brush under another name, last longer or clean better than under the name "Prolon" in a Pro-phy-lac-tic Tooth Brush? You know the answer . . . it can't!

Only PROLON has "round ends"

Pro-phy-lac-tic's big plus is that Prolon is the only synthetic bristle that is rounded at the ends.

It's a fact! Under a special patented

process, exclusive with Pro-phy-lac-tic, we smooth and round the end of each and every bristle in the Pro-phy-lac-tic Prolon Tooth Brush. See for yourself how much gentler these round ends are on tender gums!

And with PROLON these other "extras"

In addition to round-end bristles, the Pro-phy-lac-tic Prolon Tooth Brush gives you these three important "extras": 1. The famous Pro-phy-lac-tic end tuft, for ease in reaching hard-to-get-at back teeth. 2. Scientific grouping of bristles to permit thorough cleansing of brush after using. 3. Guaranteed for 12 full months of use.

Next time, get the most for your money!

PRO-PHY-LAC-TIC BRUSH CO., Florence, Mass.



LETTERS TO THE EDITORS

JUVENILE DELINQUENCY

Sirs:

You are to be congratulated on your excellent article on juvenile delinquency (LIFE, April 8). I hope it will bring one of America's greatest problems closer to the attention of our citizens.

You have made a contribution to social thinking in the U.S.

DAVID C. FULTON

Princeton, N.J.

Sirs:

Thanks for your sound and helpful presentation and especially for the pains you took to conceal the identities of those youngsters whose names had not previously been made public. You set a fine example for those communities which, in the mistaken notion that they deter delinquency by publishing delinquent children's names and faces, more often serve only either to crucify or glorify the same kids.

JUDGE PAUL W. ALEXANDER

Toledo, Ohio

Sirs:

In times like these, when the aftermath of war leaves us all so unsettled, such a picture story deserves more than ordinary commendation. . . .

. . . Children need love and understanding, that is true. They also need guidance along the proper road of life. The only way to obtain that guidance is for every adult American to grasp the awareness of the present situation, face the truth—then set about providing the correct antidote. In every community . . . a job is waiting to be done. . . .

JAY JOSTYN

New York, N.Y.

● As radio's famous "Mr. District Attorney," Reader Jostyn is doing his part of that job.—ED.

CONTINUED ON PAGE 7

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LIFE
April 29, 1946

Volume 20
Number 17



Hubby will say
"YOU'RE SMART"

. . . when you choose this
streamlined vacuum cleaner

So light and easy to use, it makes child's play out of the heaviest cleaning. So versatile, it cleans the house from cellar to attic. So thorough, it removes all hidden, germ-laden dirt and dust "first time over". That's what you'll like about the Modern Hygiene Vacuum Cleaning System. When hubby sees it gets its "once-over lightly" suction from a super-powered, exclusively designed Black and Decker motor, he'll know you've picked the best.

Modern Hygiene Vacuum Cleaning Systems are available (in limited quantities) at more and more stores every day. For a home demonstration, consult your telephone directory or write for information to Modern Hygiene Inc., 797 Beacon Street, Boston 15, Massachusetts.

ONCE OVER LIGHTLY
GETS ALL THE DIRT

CHROME FINISH
complete with
10 TIME-
SAVING
ATTACHMENTS
FOR

CARPETS • UPHOLSTERY
LINOLEUM • FURNITURE
DRAPERIES • FLOORS
MATTRESSES • WALLS
AUTO INTERIORS
LAMP SHADES
VENETIAN BLINDS
RADIATORS
OUT-OF-WAY SPACES
SPRAYS • PAINTS
DEMOTHS



**MODERN
HYGIENE
CLEANING SYSTEM**

Unique
5-YEAR GUARANTEE
Free repairs the first year . . . and for the next four years you pay only for replacement parts if needed—no service charge.

BEFORE HEMO

DOGGONE IT, WHAT'S HAPPENED TO ME? I SEEM TO BE LOSING MY GRIP!



AFTER HEMO

WE JUST CAN'T FIND ENOUGH WORK FOR ELMER, SINCE HE'S BEEN DRINKING **HEMO**!



Enjoy your vitamins in new "Milk-Chocolaty" Hemo!

WE don't say that Hemo will make a sick person well. For Hemo is not a medicine, but a wonderfully delicious vitamin-and-mineral rich food drink.

We do say Hemo will help normal folks who may not be getting enough vitamins (and 3 out of 4 aren't) to feel "alive."

Kids, oldsters, everybody says that Hemo, with its new *milk-chocolate* flavor, is a glorious way to get your vitamins.

And remember—every sip gives you, in addition to vitamins and minerals, *proteins* and many other food elements you need to help you act your best.

A great drink—cold or hot! With meals, between meals—any time.

P. S. Can't sleep? Try relaxing over a cup of hot fragrant Hemo. Only 59¢ the pound jar.

HEMO exceeds adult requirements!

Minimum daily needs set by U. S. nutritionists	2 servings of HEMO, made with milk, give
4000 USP units	VITAMIN A 4000 USP units
333 USP units	VITAMIN B ₁ 400 USP units
2 milligrams	VITAMIN B ₂ 3 milligrams
400 USP units	VITAMIN D 410 USP units
(Not set)	NIACIN 98.3 milligrams
10 milligrams	IRON 15.7 milligrams
750 milligrams	CALCIUM 950 milligrams
750 milligrams	PHOSPHORUS 750 milligrams

JUST ONE GLASS of Hemo gives you:

The Vitamin A in 3 boiled eggs!

PLUS

The Vitamin B₁ in 4 slices of whole wheat bread!

PLUS

The Vitamin B₂ (G) in 4 servings of spinach!

PLUS

The Vitamin D in 3 servings of beef liver!

PLUS

The Niacin in 3 servings of carrots!

PLUS

The Iron in 1/4 pound of beef!

PLUS

The Calcium & Phosphorus in 2 servings of cauliflower and 1 serving of cooked green beans combined!



Borden's Hemo

IF IT'S BORDEN'S, IT'S GOT TO BE GOOD!

Just 2 glasses of HEMO made with milk supply a full day's needs of all these vital vitamins and minerals.

TUNE IN: Ginny Simms Show—Friday Evenings—CBS.

© Borden Co.

A SKIN is white, or black, or bronze; a jacket, of denim or seal-skin. Man differs in his outward dress, and custom varies with geography. But in France, Peru or Norway, in city square or frozen valley, man is one in this: his

THE FARNSWORTH



The above Farnsworth Chairside phonograph-radio is from a new line in which tone is so improved that you actually seem to be present in the concert hall. Engineering reflects traditional Farnsworth skills; cabinets offer a wider choice than ever—table models, consoles, portables, and phonographs, including frequency modulation. The new Farnsworth is for those who wish to own a quality radio or phonograph-radio but are content to pay only a modest price. (Look to Farnsworth, later, for television receivers combining the same quality and economy.) Convenient terms. Prices **\$25 to \$300**

Boulevardiers and grandes dames promenade gaily in the painting by Bernard Lamotte for the Capehart Collection, interpreting Offenbach's *Gaité Parisienne*.



Portfolios of reproductions at nominal cost from your Capehart dealer, or, Capehart Division, Farnsworth Television & Radio Corp., Fort Wayne 1, Indiana.

love for music. He will sing in his own tongue; he will dance the mazurka or the Virginia reel; he will be moved by the petally notes of an Offenbach aria, or the interlocking beauty of a Bach fugue. Music is the universal language. Listen, now, on the new Capehart or the new Farnsworth.

THE CAPEHART



Naturally, only a few people can own the new De Luxe Capehart. But these fortunate ones will have the satisfaction of enjoying a new tonal system so revolutionary that reproduction can be compared only with the original musical instrument or the human voice. The brilliant radio is equipped to bring you with great clarity both AM and FM (Frequency Modulation) reception. Period design cabinets. (Capehart television receivers, which will be announced before too long, will be of the same excellence.) Prices: The Panamuse by Capehart, \$300 to \$500. The Capehart, **\$750 to \$1500**

FARNSWORTH TELEVISION & RADIO CORPORATION

G. O. ALLEN & SONS

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HEADACHE



TAKE FAST-ACTING BROMO-SELTZER



RELIEF!



At the first sign of a headache, take Bromo-Seltzer right away. It's pleasant to take and it works fast. Bromo-Seltzer fights ordinary headaches three ways:

1. Helps relieve headache
2. Helps relieve upset stomach
3. Helps quiet jumpy nerves

...that may combine to cause trouble. Caution: Use only as directed. Get Bromo-Seltzer at your drugstore counter or fountain today. Four convenient home sizes. Compounded since 1887.



For **FAST** headache relief
BROMO-SELTZER
A PRODUCT OF EMERSON DRUG COMPANY SINCE 1887

LETTERS TO THE EDITORS

CONTINUED

Sirs:

... Besides crediting the solution to the parents in China, much should be accredited to the teachings of Confucius' *The Four Books* in the elementary schools throughout my country. I have not only learned to value my parents' reputation and my family name but also learned to formulate my code of living for the present as well as for the future. I firmly believe that under a thoroughly good family education and proper discipline no opportunity is given to the tolerance of juvenile delinquency. American parents should pay more attention to the welfare of their children. Remember that a successful marble statue depends mainly on the way the sculptor carves it.

HENRY HSI-HUNG LEE

Gettysburg, Pa.

Sirs:

... Having been associated with the pocketknife industry all my business life of well-nigh 40 years, you can imagine my reaction upon noting that in *LIFE's* story on juvenile delinquency pocketknives were referred to as weapons.

I deny emphatically any implication that pocketknives are primarily weapons. The fact that boys, even delinquent boys, carry pocketknives is no reason to give an honorable and useful American industry, which dates back almost a century, a black eye.

... The Boy Scouts of America, certainly a praiseworthy organization, devoted to the ethical and cultural instruction of youth, has since its inception sponsored and sold an official Boy Scout pocketknife, recognizing its importance as an essential piece of equipment for the growing boy.

ALFRED B. KASTOR
Chairman

Camillus Cutlery Company
New York, N. Y.

Sirs:

We, the representatives of all the students of Senn High School, send you this letter with the hope that it may influence you to correct the unfortunate impression of our school made by your reference to it as "one of Chicago's worst" schools. ...

Our school did not contribute in any way to the delinquency of Donald Cook. He was transferred to Montefiore School for problem children because he had been proved incorrigible. ...

This unpleasant publicity is going to hurt us as individuals when we ask admission to colleges and when we apply for jobs and when we appear as young citizens representing the causes of our community. And it is going to hurt our school which for more than 30 years has stood for the finest type of student body and the finest standards of citizenship. ...

THE STUDENTS OF
SENN HIGH SCHOOL

Chicago, Ill.

● *LIFE* intended no injustice to the students of Senn High School. There is mixed educational opinion in Chicago about the school. Some Chicago educators feel *LIFE's* statement may have been too harsh. —ED.

CONTINUED ON NEXT PAGE

oh-oh, Dry Scalp!



"... THE TRUTH COMES OUT when a man checks his hat. Goodness, how his hair spoils his appearance. It's so dull and lifeless ... and full of loose dandruff. Well, that's Dry Scalp for you ... Maybe I should tell him about 'Vaseline' Hair Tonic ..."

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



HIS HAIR LOOKS SWELL NOW! Yours can, too. Five drops of 'Vaseline' Hair Tonic a day check Dry Scalp by supplementing the natural scalp oils. See the difference in your hair. Feel the difference in your scalp. Loose dandruff goes. 'Vaseline' Hair Tonic contains no alcohol or other drying ingredients. Try it also with massage before every shampoo. It's double care—both scalp and hair ... and more economical than other hair tonics, too.

Vaseline HAIR TONIC

Used by more men today than any other hair tonic



A great new toaster ...with a background!

Background is important...in toasters just as in pictures. And there's an all-important fact about the background of this new "Toastmaster"® automatic pop-up toaster. It reflects a *quarter-century* of pioneering and advancing the art of automatic toasting...of making the finest of toasters *finer still*.

That's *experience!* And that's for *you*, in the superb 1946 "Toastmaster" toaster, with its new, patented, exclusive *Flexible Timer*. That means toast as you like it, delivered at the precise instant of piping-hot perfection...with no watching, turning or burning...

Perhaps your dealer can't supply you yet—but be patient. Though the demand is still far ahead of us, our production is steadily increasing.



BREAKFASTS ARE FAMILY FEASTS...WITH

TOASTMASTER *Automatic Pop-Up Toasters*

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LETTERS TO THE EDITORS

CONTINUED

U. N. CONFERENCE

Sirs:

The account of general public seats at the U.N. meeting at Hunter College being occupied by high-school kids (LIFE, April 8) is an interesting insight on young America. But the statement that "on the third day the truant officers began checking up on them" is a bit puzzling. It is hoped that high-school kids with sufficient perseverance to go to the gate early and claim seats to such an important world meeting were not forced to leave and return to school. School may be attended regularly, while an opportunity to attend a meeting of such importance to all humanity comes seldom. Children of high-school age with enough interest to attend this meeting by their own choice should certainly be given extra credit and not looked upon as truants.

CHLOE AND CHUCK BLANCHARD
Prescott, Ariz.

● The truant officer found that each student had a letter from his teacher saying that he was excused from school in order to attend the Conference.—ED.

Sirs:

In the history of U. N. Member Iran (April 8) LIFE says, "Mohammed the Eunuch founded the Kajar dynasty. . . ."

How?

FRANK SKINNER
Detroit, Mich.

● He was succeeded by his nephew, who carried on the line.—ED.

FAN-FARE

Sirs:

Evelyn Waugh's magnificent contribution "Fan-Fare" in LIFE (April 8) is, in my humble opinion, one of the most important documents ever published by your publication. . . .

WALTER WANGER
Universal City, Calif.

Sirs:

I want to thank you for publishing Evelyn Waugh's "Fan-Fare."

It will save me the trouble of reading *Brideshead Revisited* or anything else by this author, who appears to be a little crazy besides being an insufferable snob.

M/ST. C. B. ROSS
Hattiesburg, Miss.

Sirs:

... Mr. Evelyn Waugh complains in two places that the "politicians" are taking most of the earnings of *Brideshead Revisited*.

... Mr. Waugh, as a recent convert to Catholicism, seems to me not to have succeeded entirely in adjusting his personality to this new way of life. It seems to me that he would be less troubled about his income tax if he would reread the Sermon on the Mount, especially the verses about laying up treasure on earth where moth and rust doth corrupt. Also, I think he would mitigate his very evident literary pride and his irritation against American strangers who write him letters, if he would reread the words of St. Paul declaring that

Never neglect a tiny cut



Any tiny cut can become infected.
Never take a chance!

Treat the cut properly. Then put on a BAND-AID®—the Johnson & Johnson adhesive bandage. It comes to you sterile; keeps out dirt, helps prevent infection.

Four times as many doctors recommend BAND-AID as any other ready-made adhesive bandage. Keep one box at home—one where you work.

*BAND-AID is the Reg. Trade-mark of the adhesive bandage made exclusively by Johnson & Johnson.



CONTINUED ON PAGE 10

*"Who says
men don't notice?"*



Why, my Jim never misses anything!

He's quick with a whistle for a new hat. He can tell when I've sneaked something different into the salad dressing. And just last night at bedtime, he said, "Ha—new sheets! Fancy ones, by the feel of 'em, my extravagant woman!"

I heaved a slipper at him. "Don't call me names till you hear the facts," I grinned. "Sure, these *are* wonderful—beautiful, soft, new Cannon Percale Sheets! They *do* feel expensive-like!"

"But," I hurried on, "these same Cannon beauties, my love, are *far* from extravagant. Even budget-minded brutes like you can look at the price tags and *purr*—they're that low!"

"Takes my smart wife to have her cake and eat it, too!" beamed Jim. "Sheets that are swell to sleep on and painless to pay for—boy!"

"Any gal," I said modestly, "can swing it!"



Pardon, but are you a bride? Never bought sheets before? See the Cannon Percale dream-sheets. Feel the smooth, firm weave (woven with 25% more threads than best-grade muslins)! Then—observe the low-and-gentle price!

Been married quite a while? Household sheet supply low? Replace with Cannon Percale Sheets! Enjoy percale's own comfort *plus* long wear. Any gal who owned Cannon Percals during sheet-scarce years will tell you they're wear-wonders!



Will your husband do your housework? We thought not! So you'll appreciate the *lightness* of Cannon Percale Sheets—easy for bedmaking, easy to wash if you do your own.

P.S.: You might also take a look at Cannon Muslin Sheets—well-made, long-wearing, another real Cannon value!



Cannon Percale Sheets

Cannon Blankets • Stockings • Towels ★ CANNON MILLS, INC., NEW YORK 13, N. Y.



Don't be that kind of a Cover Girl!

You can't cover up underarm odor—but you can guard against it with Mum

YOU SIMPLY can't resist perfume. That added dash of fragrance makes you feel so feminine. So alluring.

But you're only fooling yourself. For even the loveliest of perfumes won't cover up underarm odor.

Your bath washes away *past* perspiration, but you still need protection against

risk of *future* underarm odor. And Mum's the word for that.

So take 30 seconds to smooth on Mum after every bath, before every date. Snowy-white Mum keeps you sweet—nice to be near all day or evening.

Creamy, gentle Mum won't irritate your skin or injure fabrics. Quick, sure—and so safe you can use Mum even *after* dressing. Won't dry out in the jar or form irritating crystals. Ask for Mum today.

For Sanitary Napkins—Mum is gentle, safe, dependable... ideal for this use, too.



Product of Bristol-Myers

Mum

TAKES THE ODOR OUT OF PERSPIRATION

LETTERS TO THE EDITORS

CONTINUED

"Though I speak with the tongues of men and angels and have not love I am as sounding brass and tinkling cymbals." An English poet whom Mr. Waugh should have read in his schooldays tells about Abou Ben Adhem, whose name was discovered in the roll of heaven to lead all the rest because he had loved his fellow men. . .

UPTON SINCLAIR

Monrovia, Calif.

Sirs:

. . . Mr. Waugh states that ". . . Englishwomen do not write to men they do not know." I am sure that this is far from being the case. I have been private secretary to two well-known English authors and I can assure you that the letters they received from English women were both numerous and amazing! They came from the very rich and the very poor alike. The authors I have referred to are both Englishmen and both live in London.

GUY WOOTTON

London, England

MOCKINGBIRDS

Sirs:

Your pictures of mockingbirds in the April 8 issue of LIFE are the best series of bird pictures I have ever seen. They portray the personality of the mockingbird to an exact degree, including the very interesting habit of flapping his wings while feeding, of which you state, "Ornithologists are not sure why birds do this."

I have often seen them in this act, and after watching a while, the reason should be obvious. The shadows cast by their wings' working methodically up and down frighten insects into attempting to escape and their movements are all the keen-eyed mockingbird needs to snap up his prey. . .

A. G. CANAFAX

Dallas, Texas

● While ornithologists, as LIFE stated, are not sure that this applies to the mockingbird, it is indeed the practice of some types of birds in search of food.—ED.

BLACK MARKETS

Sirs:

LIFE certainly reversed the old adage about a picture being worth a thousand words in your editorial on black markets (April 8). A thousand cameras could not record more accurately or graphically the particular picture of America you captured on that page.

If the capable observations of LIFE and Mr. Baruch could be re-echoed in a concerted program of editorials and in advertising messages, the sheer common sense should penetrate the thickest skull of many a confused citizen and government administrator.

W. H. HANNA

Special Representative

U S Government
Washington, D. C.

BUFF COBB

Sirs:

The article on Actress Buff Cobb (LIFE, April 8) was very interesting.

EMPIRE

Baby pants

GUARANTEED WATERPROOF



Available in 4 Qualities TO MEET EVERY NEED

FEATHER-LIGHT . . . STURDY . . . NON-CHAFING
LABORATORY TESTED AND APPROVED.
EMPIRE SHIELD CO., INC., NEW YORK 12, N. Y.

LANOLIZE

YOUR SHOES WITH

ESQUIRE BOOT POLISH

Reg. U. S. Pat. Off.



For that BRIGHTER, LONGER-LASTING

LOOKING GLASS SHINE

ESQUIRE BOOT POLISH is a product of KNOMARK MFG. CO., INC., BROOKLYN 5, N. Y.

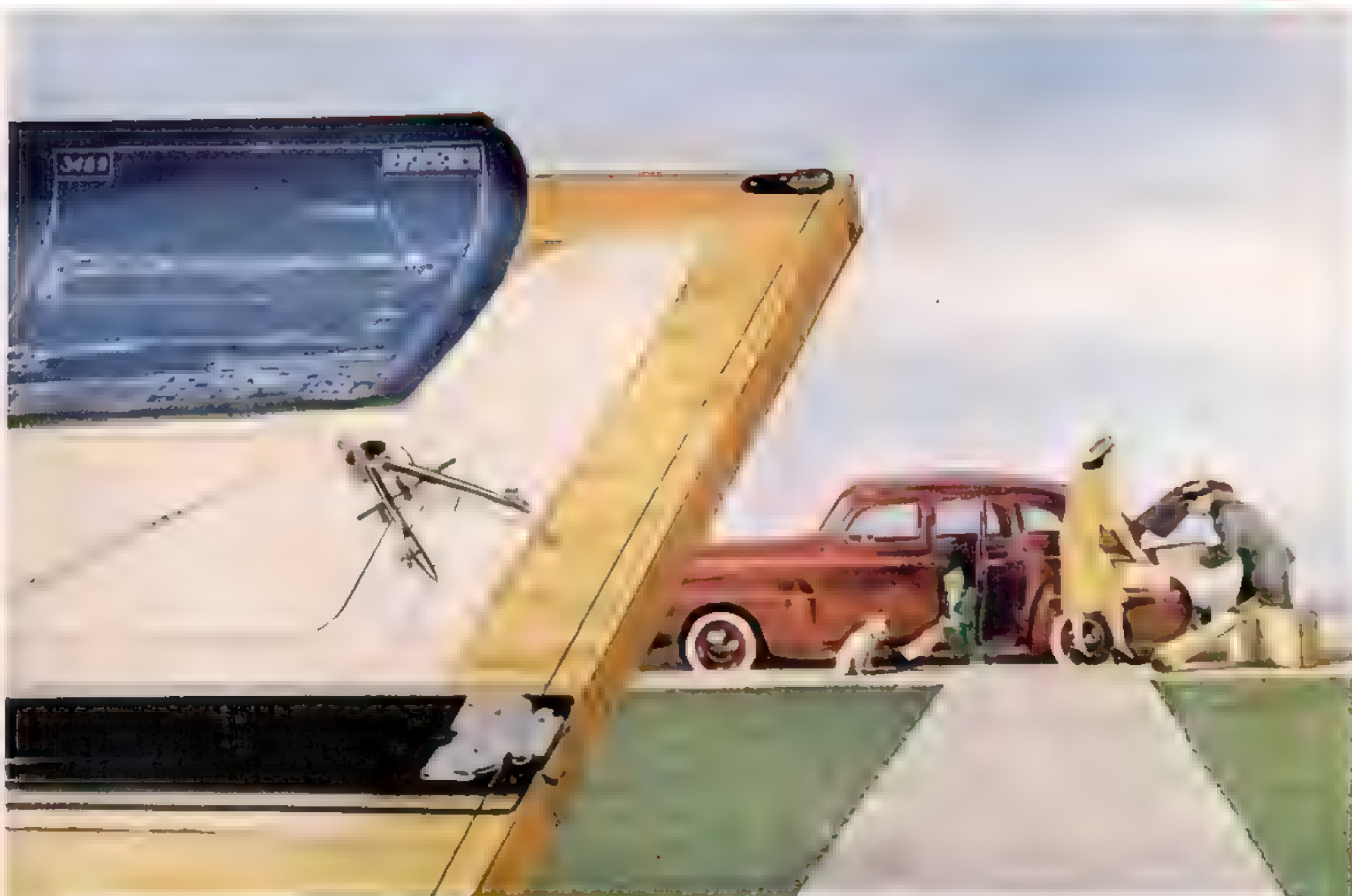
On sale at Shoe Stores, Shoe Depts., Shoe Repair Shops

CONTINUED ON PAGE 12

IMAGINATION IS THE DIRECTING FORCE AT CHRYSLER CORPORATION

IMAGINATION AND SAFETY

HOW IT PROTECTS YOU



From the very first blue-prints, our cars are designed for your safety and peace-of-mind

Imagination meets emergencies before they arise: It conceives safeguards in the engineer's mind, draws them into the plans, builds them into cars for you.

Imagination at Chrysler Corporation is responsible for many of the most important safety features in today's cars.

Imagination finds ways to make cars safer for you to drive. It foresees the driving conditions you will meet, and engineers protection into the very design of our cars.

That's why so many of the most important safety features have been pioneered in Plymouth, Dodge, De Soto and Chrysler cars. And why these four have always been known as unusually safe cars to drive.

Imagination introduced 4-Wheel Hydraulic Brakes on the first Chrysler—new protection to match the new power and liveliness of that car. It pioneered the All-Steel Body to give you confidence on crowded streets and high-speed highways.

The same practical imagination worked out a better view of the road for the driver, easier control of wheel and brakes. It engineered a dependable, measured margin of safety into the vital parts of all our cars.

As you might expect, imagination has engineered still further safety features into our new cars . . . New-Type Hydraulic Brakes that provide more control with easier foot pressure . . . Safety-Run Wheels designed to prevent accidents due to tire blowouts. Both are exclusive on the new Plymouth, Dodge, De Soto and Chrysler.

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...better keep Your Engine **Mobiloil Clean!**

Avoid Wear and Breakdowns this Summer with the New Mobiloil that keeps Engines Cleaner! . . .

NEW Mobiloil! It's just one part of a Complete Service that literally Summerproofs your car!

WHY TRUST "just oil" when these facts have been proved: New Mobiloil has amazing new cleaning properties for valves, rings, pistons! . . . offers outstanding protection against wear! . . . results in better performance, longer gas and oil mileage!

Change to New Mobiloil, *finest ever made.* And have your Mobilgas dealer Summer-

proof your whole car. That means special protection for radiator, gears, chassis—special Spring check-ups!

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HARTFORD CITY, N. Y.

LETTERS TO THE EDITORS

and I admit she is plenty nice. However I do not consider 11:15 an early hour to arise. . . .

LIEUT. WILLIAM H. DOWNHAM, AAF
Dover Army Air Field
Dover, Del.



EARLY? (SEE CLOCK)

Sirs:

. . . Your statement is considered wrong either way you look at it. If she got up at 11:15 a.m. it really isn't very early and if she got up at 11:15 p.m. she couldn't give you an idea what a day's work is like because the day is just ending not starting.

PRE ENRIE MOSSAK, USMC
U.S. Naval Hospital
Great Lakes, Ill.

Sirs:

I am very much afraid that "a quick dip in her modest pool" would leave Buff Cobb far from refreshed or invigorated. She is probably due for a very rude awakening for, as I noted in the picture, there is no water in her modest pool.

PH.M.3/c G. W. JAUCHLER, USNR
U.S. Naval Hospital
Memphis, Tenn.

Sirs:

. . . Really, taking a hike in that outfit, and with a chauffeur! Then to top it all, "a modest lunch," complete with butler and all is not what I call "roughing it." . . . I certainly hope she isn't a typical Hollywood star

ALICE MORRIS

New Scotland, N. Y.

Sirs:

. . . She would certainly not be wearing an English riding habit while riding a Western cow pony. . . .

PATSY SOMERS

Waterbury, Conn.

Sirs:

. . . The one that really takes the cake is the picture showing her mounting her horse with the aid of a mounting ladder, and she is supposed to be an excellent horsewoman. It's pictures like this that give people a wrong impression of Hollywood. . . .

JORN C. AVERY

Nashville, Tenn.

Sirs:

Those pictures of "Buff Cobb's Day" gave me the pleasantest moments I have had in a long time. The whole thing was the finest example of subtle humor I have ever seen. . . . It was as though the ghost of old Irvn Cobb himself was directing the sequences. . . .

IRVING LEVINE

New York, N. Y.

• LIFE'S heartfelt thanks to discerning Reader Levine.—ED.



Scott Johnston

"Oh Doctor! Your technique's much better since you're rid of your '5 o'clock Shadow'!"

Back Again! the razor you've been waiting for!



HERE'S one of the good things of life you can enjoy in plenty—genuine Gem shaves! For again you can buy the Gem Micromatic Razor, with its exclusive face-fitting bevel that permits you to use the master-barber's long, gliding stroke. All metal. All one-piece. There's nothing to take apart. Twist...it opens! Twist...it closes! Clog-proof. So start today—enjoy the Gem way of shaving!

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AVOID '5 O'CLOCK SHADOW' WITH

GEM RAZORS
and
BLADES



TUFFY, SCRAPPIEST OF THE BUNCH, LEAPS OVER FENCE

SPEAKING OF PICTURES...

***...INDIANA GLAMOUR LAMBS
JUST MISS MOVIE STARDOM***

LAMBS RUSH MILK BOTTLE HELD BY MOLLY ANN (BELOW)





MIDNIGHT, HELD BY BYRON, 12, IS SMART AND LOYAL

The ten little lambs in these pictures almost became the most famous lambs in the world. Last February they were bought by Walt Disney for roles in a forthcoming movie. They were given to Hansel Mead, a park superintendent in Brown County, Ind., who was paid to raise them and teach them tricks—like jumping fences, spilling washbaskets.

Spring came to Brown County and the ten lambs grew up. They frolicked with the Mead children, learned to bellow for milk at the kitchen door, acquired as a playmate a bantam rooster who followed them everywhere and did not seem to mind being constantly butted. Then Disney found suitable lambs near his movie lot. He gave the lambs to the Meads. Last week in Brown County the fleet animals cavorted gaily, indifferent to the fact that their great screen careers had died a-borning.

AND FOLLOW THE MILK BOTTLE HELD BY BYRON (RIGHT)

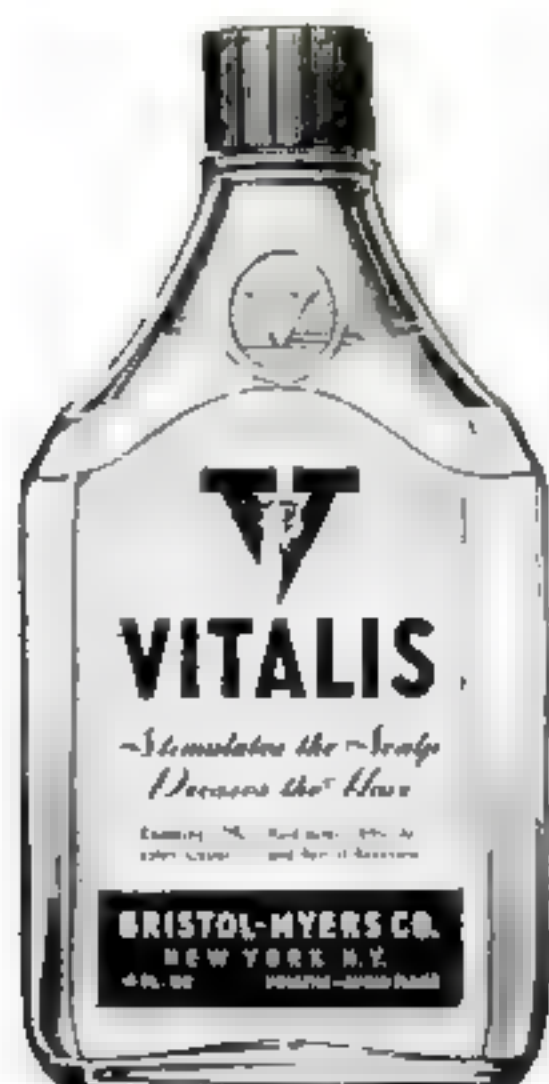


*Now, a minute'll make you
the handsomest man you've been
in years!*

In just 60 short seconds, Son, you can now get all the scalp-tingling stimulation, the Hollywood-Here-I-Come good looks that you've missed all these years! BECAUSE...

Vitalis

*and the
"60-second workout"
are back!*



Yes, Vitalis is back! Now you can get *genuine* Vitalis at your nearest drug counter. Get some today... and start tomorrow with Vitalis and the "60-Second Workout." Treat yourself to the handsomest head of hair you've had for months and months!

Vitalis and the "60-second workout"

Just one minute to look magnificent! 50 seconds to massage Vitalis on your tight, dry scalp (this rids loose dandruff, prevents dryness, helps retard excessive falling hair.)

Now... 10 seconds to comb, and look at you! Ever think you could look *that* good? Get that bottle of Vitalis today! Look handsomer than ever tomorrow!

Product of Bristol-Myers

SPEAKING OF PICTURES

CONTINUED

BABY ANIMALS GREET SPRINGTIME



IN FAIRBURY, NEB. quintuplet calves sniff spring air. They were born in November of shorthorn dam and Hereford bull, were named after members of United Nations. Quintuplets among cattle occur once every billion times



IN BROOKFIELD ZOO, CHICAGO, 40-pound baby hippo frolics in water, pays no attention to disapproving bellows of Bebe, his 3,400-pound mother. By year's end baby will weigh 600 pounds. Most hippos born in captivity survive.

What a Blend!



WHAT WONDERS they've accomplished in combining the delicious, sweet juice of Florida's tree-ripened oranges with the fresh fruity tang of Florida's finest grapefruit juice. Just you try Florida Orange-Grapefruit Juice in handy cans all ready to serve. What an appetizer! What a thirst quencher! What a refresher! **WHAT A BLEND!**



What a *Helping Hand* in saving

time and trouble and cash . . . and in fighting infections, colds, and fatigue . . . with abundant **VITAMIN C**

• In handy cans all ready to serve—you can buy the refreshing juice of Florida's luscious fruit most inexpensively. And all the squeezing and straining has been attended to. Just open the can and pour. Here's a Helping Hand in preparing

meals—in awaking good morning appetites. And best of all, this healthful juice—so rich in vitamin C—gives a Helping Hand in building health . . . in fighting infections, colds, and fatigue. It's a Helping Hand to reach for every single day!

Try ALL these delicious Florida Juices and Fruits!

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-
- Canned Orange Juice
-
- Canned Grapefruit Sections

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LIFE'S REPORTS

PEOPLE'S NAMES

A big new compendium tells what they all mean

The following derivations and meanings of the given names of men and women are contained, with many others, in a new book, *A Treasury of Names*, by Evelyn Wells (Essential Books: Duell, Sloan & Pearce, \$4). Originally intended as a short guide for bewildered parents in search of the perfect name for the new baby, the book grew to such proportions that it became a compilation of virtually all English given names in present-day use. LIFE here-with prints some usual and unusual names and their derivations.



WITTE

- ALICE—Greek, "the truth."
- AUDREY—Teutonic, "the noble."
- BEATRICE—Latin, "she that makes happy," meaning, "she who blesses."
- CHARLOTTE—Of the German Karl, "the strong or manly." Hence, "the strong and womanly."
- DEIRDRE—Old Irish, "the raging one."
- DOROTHY—The common form of Theodora, feminine of the Greek Theodore, "God's gift."
- EMILY—Feminine of the Teutonic Emil, "the industrious."
- GERALDINE—Feminine of the Old High German Gerald, "the spear wielder."
- GERTILDE—Old High German, "the spear-loved maiden."
- HARRIET—Feminine of the Old High German Henry, "ruler of private property."
- HEDY—Greek, "sweet."
- HELEN—Feminine of the Greek Helenas, "light."
- HILDEGARDE—Teutonic, "battle maiden."
- JEMIMA—Hebrew, "a dove."
- KATHERINE—Greek, "the pure."
- LILLIAN—Latin, "the lily."
- LOIS—Greek, "the better."
- MABEL—Latin, "the amiable."
- MARGARET—Latin, "a pearl."
- MARY—Hebrew, "the bitter."
- MELISSA—Feminine of the Greek Melitus, "honey or honey-sweet."
- NATALIE—From the Latin *natalis*, "natal, or birth day." Literally, "Christmas."
- OPHELIA—Greek, "a serpent."
- PATRICIA—Latin, "of the nobility." Literally, "a patrician, noble, or well-born."

CONTINUED ON NEXT PAGE



eyes are on
Kayser nylons

... FOR GOOD AND FITTING REASONS

HOSIERY • UNDERTHINGS • GLOVES • LINGERIE **KAYSER**

"MY **MENNEN** BABY IS

Pretty as a Picture
STAR!"

(Writ. & typical
Mennen mother)

Scene from
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production... "SO GOES MY LOVE"

Starring
MYRNA LOY
DON AMECHE

A Universal Release



"Ah-h-h, what lovely skin, pretty as a picture star," so many mothers say about their Mennen babies! You'll find that by smoothing mild, soothing Mennen Antiseptic Baby Oil all over your baby's body daily, you'll help keep the delicate skin soft as silk, "glowing with health"! Being antiseptic, gentle Mennen Baby Oil helps prevent urine irritation, many rashes, annoying chafes and prickles. Mennen-oiled babies smell so sweet, too. Most hospitals, doctors and nurses say Mennen Baby Oil is best. For smoother, healthier skin... be sure to have both Mennen Baby Oil and Mennen Baby Powder ready for baby's first day home!

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DOCTORS PREFER MENNEN
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AS ANY OTHER*

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DOCTORS PREFER
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for Baby*

MENNEN



*Nationwide surveys



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LIFE'S REPORTS CONTINUED

RACHEL—Hebrew, "a ewe."
RITA—Sanskrit, "order." Literally, "the universal law."
RUTH—Hebrew, "the compassionate."
SARAH—Hebrew, "princess."
SCARLETT—Middle English, "a rich red."
SHIRLEY—Old English, "the shining meadow."
SUSAN—Hebrew, "a lily."
THERESA—Latin, "of the harvest." Literally, "a reaper."
THYRA—Feminine of the Old Norse Tyr, "the war born."
VERA—Latin, "true."
WINEMA—American Indian, "chieftainess."
ZOE—Greek, "life."



ALGERNON



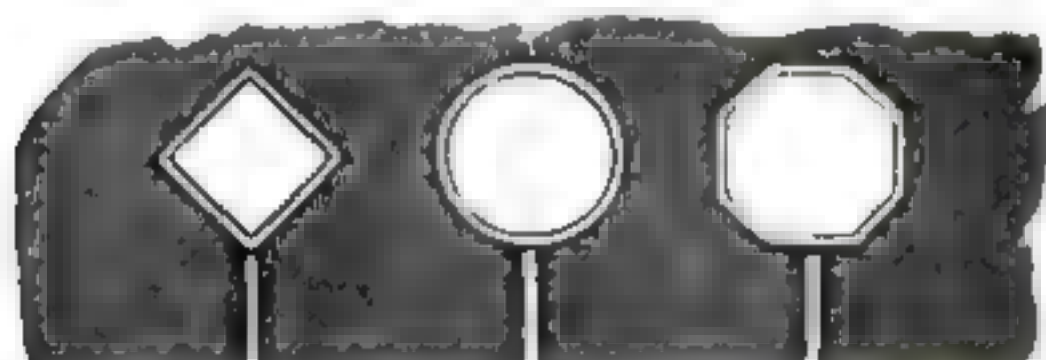
ORSON

ADOLPH—German, "noble wolf." Literally, "noble hero."
ALGERNON—Old French, "with the mustache."
ARTHUR—Welsh, "noble or high."
BENJAMIN—Hebrew, "the son of the right hand."
BERNARD—German, "hard (bold) as a bear."
CHARLES—Old High German, "the strong or manly."
DANIEL—Hebrew, "God is my judge."
DAVID—Hebrew, "beloved."
DOUGLAS—Celtic, "from the black stream."
EDWARD—Anglo-Saxon, "rich guard." Literally, "a guardian or defender of property."
ELMER—Anglo-Saxon, "of noble fame."
EMMETT—Middle English, "the ant."
FREDERICK—Old High German, "powerful, rich, peace."
GASTON—Teutonic, "the hospitable."
GEORGE—Greek, "earth worker." Literally, "a farmer, or husbandman."
HAROLD—Anglo-Saxon and Danish, "army, to rule." Literally, "one in command of an army."
HENRY—Old High German, "the ruler of an enclosure, or private property."
HILARY—Greek, "the cheerful, merry, hilarious."
JAMES—Hebrew, "the supplanter."
JAY—From the Latin Gaius, "the rejoiced in."
JOHN—Hebrew, "God is gracious."
JOSEPH—Hebrew, "he shall add."
LEIF—Teutonic, "love."
LESTER—Anglo-Saxon, "the shining."
MERLE—Latin, "a blackbird."
NAPOLEON—Greek, "forest lion."
NEAL—Irish, "the courageous or a champion."
OLIVER—Latin, "the olive, signifying peace."
ORSON—Latin, "the bear."
PATRICK—Latin, "the noble, patrician."
PAUL—Latin, "the little."
PETER—Greek, "a stone."
PHILIP—Greek, "lover of horses."
ROBERT—Old High German, "bright in fame."
SHERIDAN—Irish, "the wild man or savage."
SIDNEY—Phoenician, "the enchanter."
STEPHEN—Greek, "a crown."
THOMAS—Aramaic, "a twin."
WALTER—Old High German, "ruling the host."
WILLIAM—Old High German, "will helmet." Literally, "resolute protector."



Is he as good a driver as he thinks he is?

Do you know somebody who thinks he's the world's best driver? Here's how to take him down a peg. Try this quiz on him. If he's as good as he says he is, he ought to get at least four out of the five answers right.



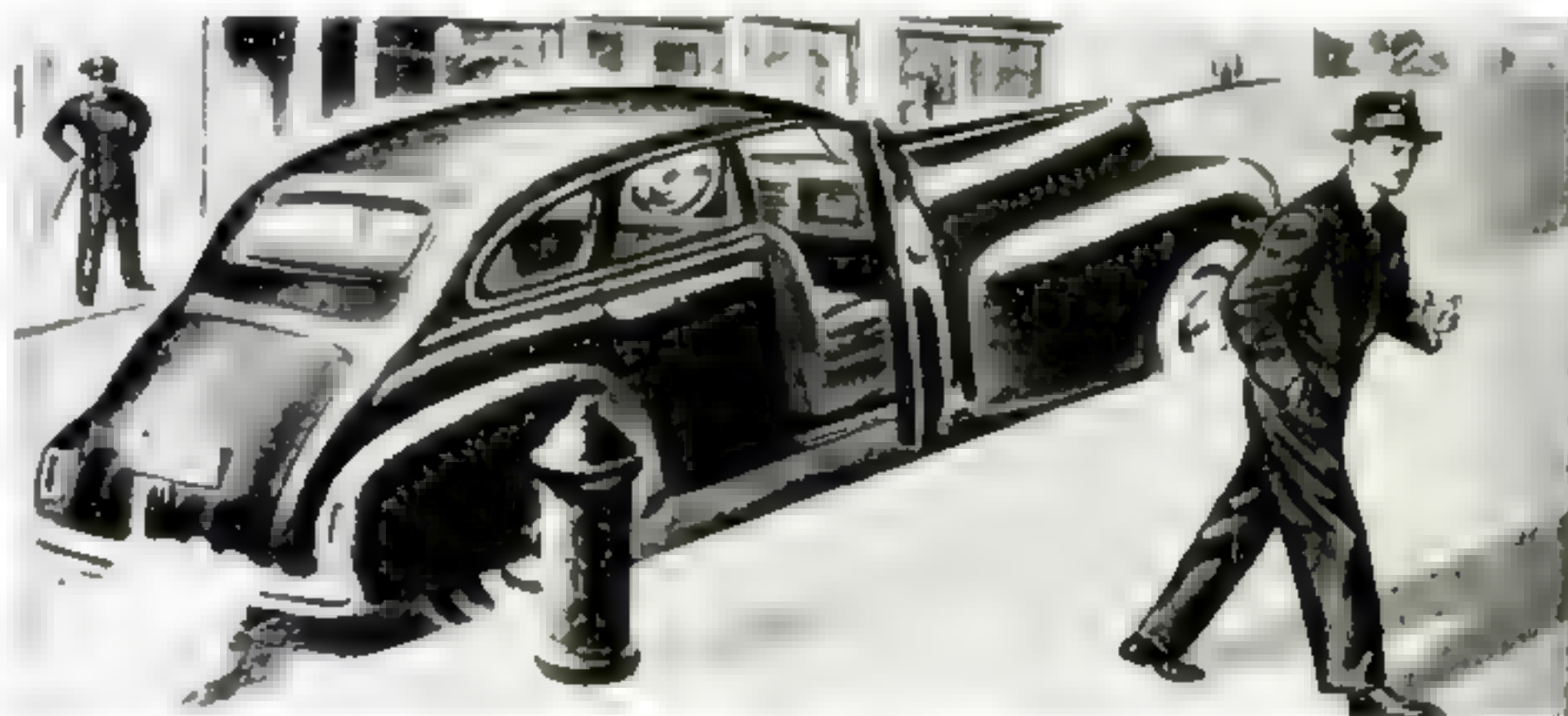
3. Here are three of the standardized U.S. road signs. You might be too far away to read them, but their shapes tell the meaning. One says "Stop", one says "Slow down!" and one says, "Railroad Crossing!" Which is which?

☐ means "Slow down!" ☐ means "R.R. crossing!" ☐ means "Stop!"



1. A school bus has just stopped in front of you to discharge passengers. Which would you do?

A Slow down and pass to left. B Stop, sound horn and then pass. C Stop and wait until bus proceeds before starting up again.



2. The owner of this car has parked it for a moment while he does a bit of shopping. Can you see at least three things he's done (or left undone) that might get him into trouble?

1 _____ 2 _____ 3 _____



4. At forty miles per hour, what is the absolute minimum stopping distance for a car after the brakes are applied.

15 feet 55 feet
25 feet 111 feet



5. When you stop for gasoline, the way to get the best is to--

A Ask for "high-test" gas
B Look at the prices on the pumps.
C Ask for ETHYL

Answers:

- (C) If you're a careful good driver, you'll stop and wait until the bus proceeds before starting up again. In fact, to pass a standing bus while children are getting off is illegal in many states.
- (1) He's left the engine running—an invitation to motor thieves. (2) The car is parked on a hill and the front wheels are not turned in to the curb an invitation to trouble if the car started to roll. (3) Parking in front of a hydrant invites a ticket.
- ☐ means "Slow down!" ☐ means "R.R. crossing!" ☐ means "Stop!"
- Under ideal conditions it takes 55 feet to stop a car traveling 40 miles per hour. Under average conditions it would take 97 feet. Neither distance includes the time it takes to get your foot on the brake.
- (C) is right. The surest way to get top-quality gasoline is to look for the Ethyl emblem on the pump. Experienced drivers know that there's nothing like high-quality gasoline to bring out the best performance of a car—gives you the effortless response that makes for smoother, safer car operation. That's why so many of them always ask for ETHYL.



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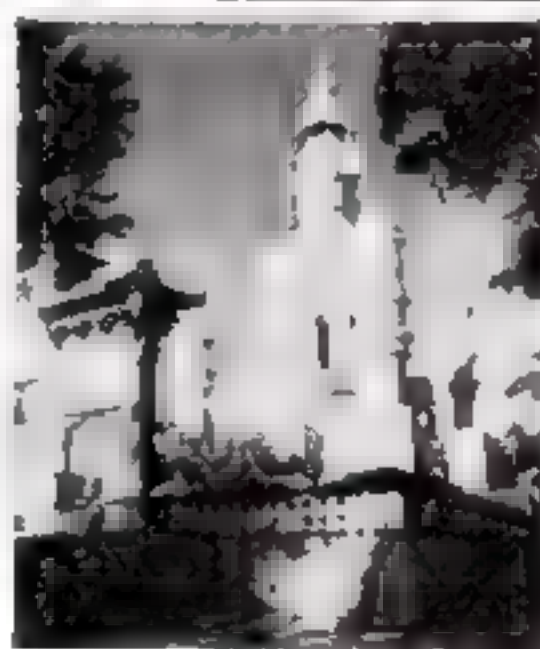
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in a Disney Ballet

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IN TECHNICOLOR**

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LIFE

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LIFE'S COVER

China's history is reflected in the colorful temples and palaces of ancient Peking. Each great dynasty of China's emperors embellished its own particular stratum of art by erecting such great works as the Marble Pagoda part of the Ming Dynasty's famous Yellow Temple, which is shown on the cover and reproduced in color on page 72. Today, after seven centuries of existence, the city is one of the world's great treasures of art. Many of its treasures are shown on pages 67 to 77 in color photographs by LIFE Photographer Diantri Kessel.

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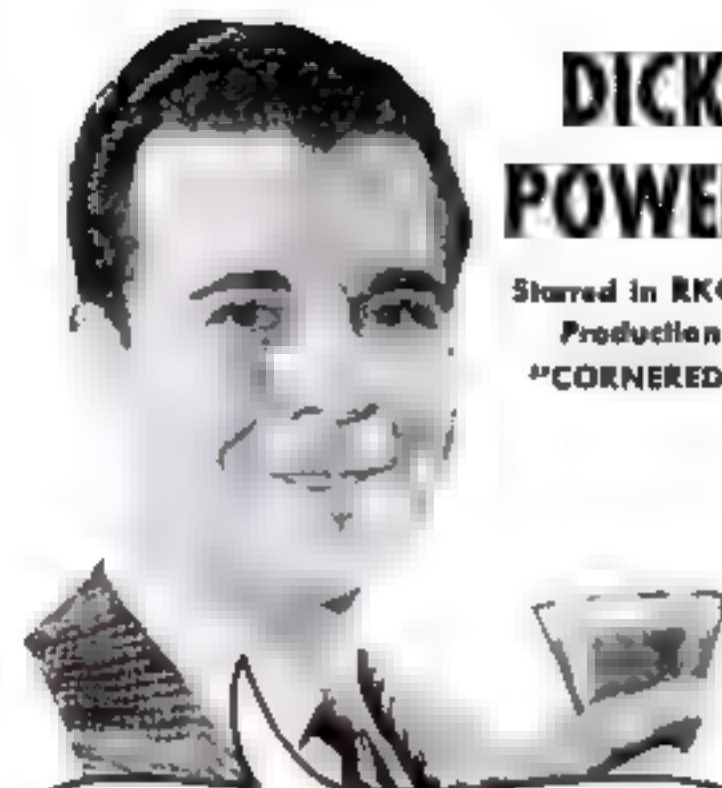
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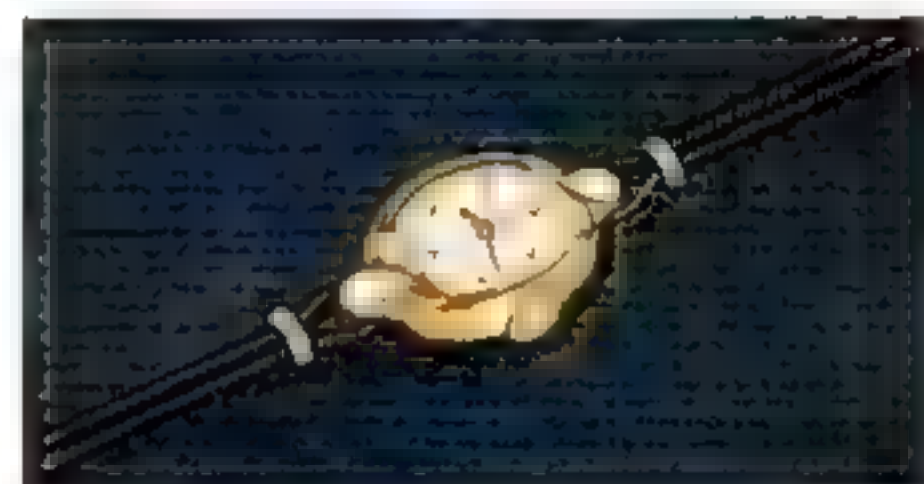
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...the color stays on
through every lipstick test

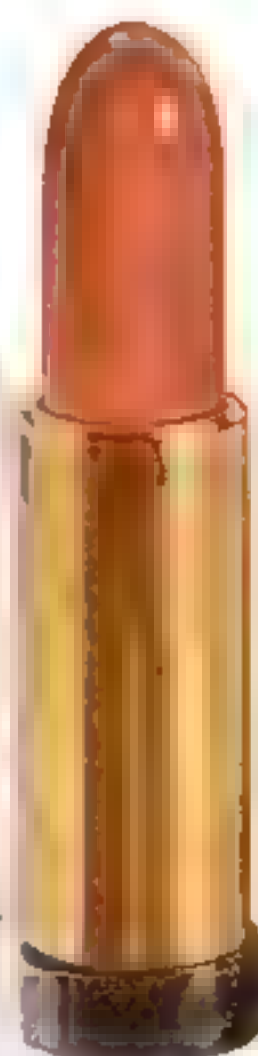
Accent the appeal of your lips with the Color
Harmony shade for your type. Glamorous reds,
lovely reds, dramatic reds...all exclusive with
Tru-Color Lipstick and all based on an original,
patented* color principle discovered
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Complete your make up in COLOR HARMONY WITH
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Original Color Harmony Shades for Every Type



BLONDE



BRUNETTE



BROWNETTE



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LIFE'S PICTURES

John Phillips, multilingual LIFE photographer, knew Europe well before the war. He used knowledge and contacts to get the first comprehensive postwar picture coverage of what was going on behind Russia's iron curtain (see pp. 28-35). Here in Budapest he types notes, aided by Kati Schell, a Hungarian baroness, who became his part-time assistant. Her recompense of \$10 a week—plus food and cigarettes—is high pay in Hungary today.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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ABBREVIATIONS: CEN., CENTER; EXC., EXCEPT; A.P., ASSOCIATED PRESS; G.H., GRAPHIC HOUSE; INT., INTERNATIONAL; M.G.M., METRO-GOLDWYN-MAYER

How Powers Models keep their hair shining with natural lustre for days!



Miss Stasia Linder, top-flight Powers Girl, is delighted the way Kreml Shampoo leaves her hair so silken-soft. Kreml Shampoo doesn't rob hair of its natural oils—it never dries the hair.

For Girls Who Want a Really Worth While Shampoo

No matter how dull, drab and lifeless looking your hair may be—just glamour-bathe it with Kreml Shampoo. Then be ready to cast a full moon spell over the man in your life.

The stunning, "million dollar" Powers Models—whose hair must always look so glossy and lustrous—were quick to catch on to this remarkably beautifying shampoo. How they rave over the way it does such a thorough cleansing job—how it washes away every speck of dirt, grease and loose dandruff—how it actually brings out all the hair's natural sparkling beauty—leaving it just gleaming with its rich glossy lustre.

Never Dries the Hair

Kreml Shampoo never leaves any excess dull, soapy film. It positively contains no harsh chemicals or caustics which rob hair of its natural oils and leave it so dry looking.

Instead, Kreml Shampoo has a beneficial oil base which helps keep hair from becoming dry or brittle. It's so mild—so gentle—even for kiddies' soft baby hair.

Buy a bottle of Kreml Shampoo today and glamour-bathe your hair to natural sparkling beauty. All drug, department and 10¢ stores.



No Better Shampoo For Kiddies' Hair

Adorable little Joy Pattison uses Kreml Shampoo to wash her hair. And just notice how lovely and naturally glossy it leaves her hair. Mothers will be pleased to know that Kreml Shampoo never leaves soft baby hair dry or brittle. In fact Kreml Shampoo has a beneficial oil base which actually helps keep the hair from becoming dry—which leaves it so much softer, silkier and easier to fix. Why not buy the large size bottle and let your whole family enjoy the many benefits of Kreml Shampoo!

Kreml SHAMPOO

FOR SILKEN-SHEEN HAIR—EASIER TO ARRANGE
MADE BY THE MAKERS OF THE FAMOUS KREML HAIR TONIC

A product of R. B. Seiler, Inc.



GOOD EATING—GOOD COOKING—COAST-TO-COAST



Folks who live in Scranton, Pennsylvania, plus lots of others from all over the country, like to eat at Zenke's Restaurant—famous for its colorful, old-world atmosphere and excellent cooking. Seafoods of all sorts are a specialty of Zenke's cuisine—and in this hospitable setting you find them at their best, with the finest of

condiments to point up their flavor. Here one of Zenke's experienced waiters is opening luscious oysters—and serving them, of course, with the guest's choice of Heinz Chili Sauce, Heinz Tomato Ketchup, Heinz Worcestershire Sauce or Heinz "57-Sauce"—favorites everywhere of folks who know and appreciate fine flavor.



Strange and unusual game dishes are served to the Ant Eaters Association at the National Zoological Park Restaurant, Washington, D.C. Roast haunch of buffalo is the luscious dish being prepared by the chef. He's basting it with Deremer sauce, named after chef Russell Deremer, and made from a base of those two indispensables—Heinz "57-Sauce" and Tomato Ketchup.



"Sandwich-dating" they call it down in Dallas, Texas, when two boys squire a girl or one boy escorts two girls. At Sammy's famous restaurant you'll find the school and college crowd as well as townfolk and visitors. That's because everybody goes for Sammy's thick steaks—embellished with famous Heinz Condiments!



Top Hill, near Providence, Rhode Island, is a fashionable tea-time rendezvous as well as one of the most celebrated dinner spots in southern New England. Chef Eugene da Rosa's famed Lobster Thermidor is an outstanding menu feature. Equally popular are his Top Hill salad dressings—made zesty and appealing with Heinz Tomato Ketchup and other condiments.

Double-duty condiments—that's how Heinz spicy sauces rate with cooks across the nation. For as cooking ingredients or as table sauces, these expertly blended, deftly seasoned condiments are perfect.

Try Heinz Prepared Mustard, for instance, on ham sandwiches or in salad dressing. Dash a little of Heinz "57-Sauce" in gravies or stews—or set a bottle on the table when you're splurging with steak. As for Heinz Tomato Ketchup—its uses are as varied as a cook's imagination will permit! Blended of lush, vine-ripened "Aristocrat" tomatoes, Heinz Vinegar and spice, it adds zest and appetizing flavor to chops, omelets or hash.

Be sure to ask your grocer—or your waiter—for Heinz Condiments and enjoy good eating at its best!

57



Radio Announcer Evangeline Baker interviews George Lucich and Peter Valerio at the opening of the Rosemount Grill in its new location just outside Sacramento, California. Formerly situated in the downtown district, the Rosemount Grill served an average of 3100 meals a day. Such choice condiments as Heinz "57-Sauce" partially account for the consistent popularity of its food!



RED ARMY SOLDIER WITH TOMMY GUN STANDS GUARD AT A RUSSIAN BARRIER IN DRESDEN. SUCH GUARDS CONTROL ALL TRAFFIC TO AND FROM RUSSIAN ZONE

THE IRON CURTAIN

BEHIND IT RUSSIA CONTROLS DESTINY OF ALL NATIONS OF EASTERN EUROPE

A memorable phrase was stamped across the map of Europe when Winston Churchill termed Russia's occupation line "the iron curtain which at present divides Europe in twain." All the nations behind that curtain, he charged, are "subject in one form or another, not only to Soviet influence, but to a very high and increasing measure of control from Moscow."

For five months LIFE Photographer John Phillips has roamed behind the iron curtain, taking pictures which, as presented on the following pages, give the best look so far of life in three of the curtained countries—Rumania, Czechoslovakia and Hungary. Phillips had already shown a fourth country, Poland (LIFE, Nov. 19), documenting in his pictures the extent of Russian control. His new report penetrates even deeper into this sphere where Russians and local Communists have greatly hampered the movements of Western reporters and businessmen with interests there.

Whatever Churchill's degree of accuracy about conditions in the Balkans, there was one certainty: Russia's secretiveness and obtuseness toward the sensible requests of Western press representatives had made eastern

Europe a cauldron of rumors impossible to prove or deny. The *New York Times* thus last week reported "reliable information" that Russia "has increased its Red Army garrison in Bulgaria by 80,000 men." There were reports that "Slovaks rise against their local Communists"; that "Austrian manufacturers flee from Russians into American-controlled western zone," and that "Rumanian printers refuse to print newspaper criticizing anti-Communists." Such was the sketchy material from which American readers had to draw in trying to find out the truth about Russia's actions.

In one sense the iron curtain was Churchillian rhetoric since the U.S. and Britain have both diplomatic and military missions in all the countries mentioned, missions which presumably could report what is going on. But the iron curtain was more than rhetorical in the sense that the Soviet Union obviously considers some degree of control of all the lands behind it a necessary strategic protection for Russia's continental approaches. Russia already had exhibited her unswerving intention of making those approaches secure by whatever means were at hand—by political, economic and cultural pressures.



KING MIHAI has distinction of being world's only monarch with a Communist controlled government. His companion is dog. Age gift of SS during German occupation.

KING'S SPORT is what he calls "jeeping" in either of two he owns. Here he drives down palace steps. He loves such obstacle courses, also loves to drive at high speed.

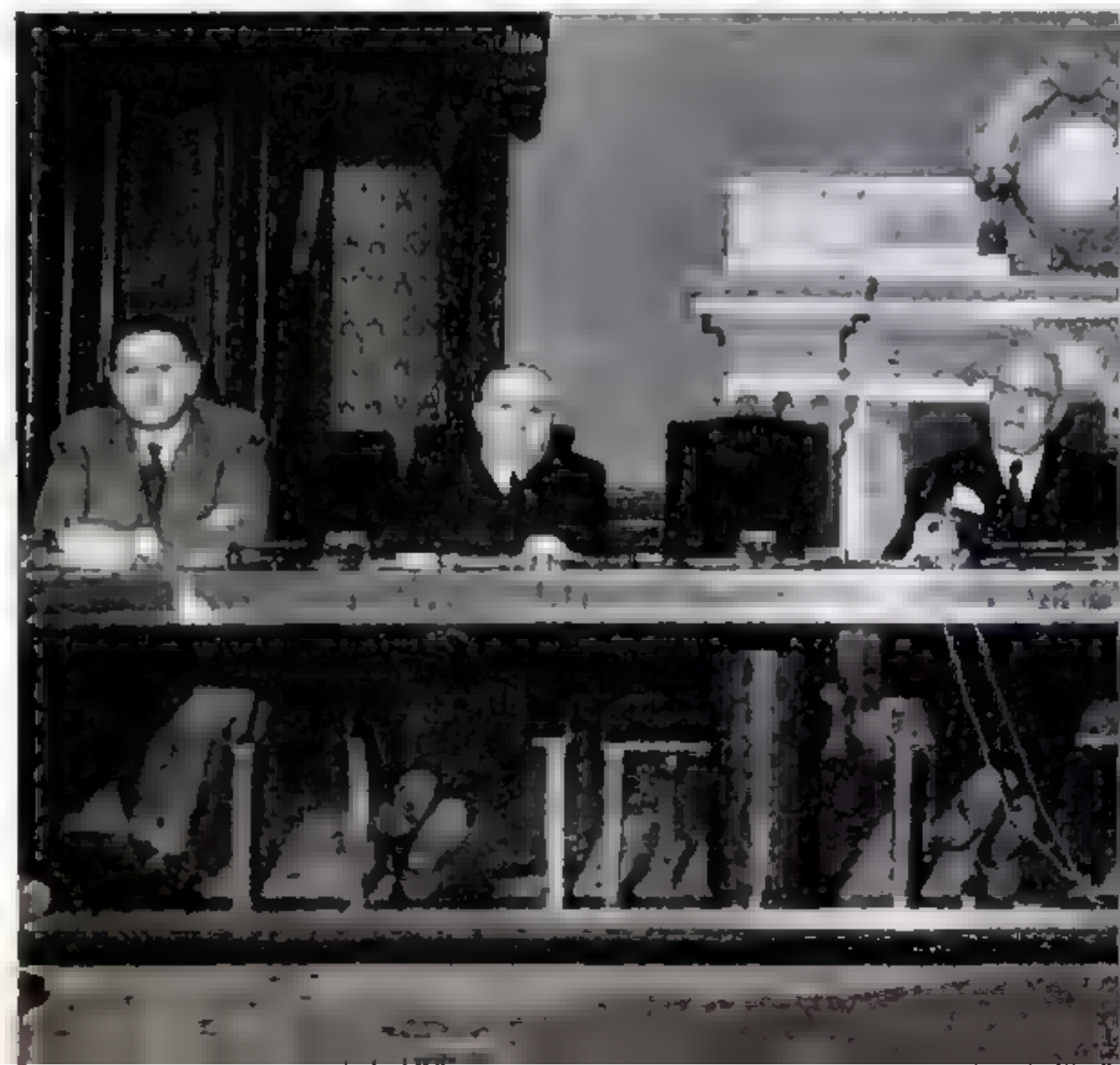


SINAIA PALACE 80 MILES FROM BUCHAREST IS WHERE KING SPENDS MUCH TIME

RUMANIA

In polyglot Rumania, never noted for democratic freedom even in prewar days, the Communist party gleaned less than 2% of the votes in 1937. The coming of the Red Army, however, was the signal for Communists to take power in a country that long had been riven by quarreling minorities, diverse political parties, intrigue, corruption. The Communist rise resulted from an incident as ironic as any in the country's comic-opera history. Young King Mihai, who inherited the throne which his father, Carol, gave up for titian-haired Magda Lupescu, saw in early 1945 how the winds of war were blowing. Under the very noses of Germany's Wehrmacht and Gestapo, who had kept Rumania in tight control, he secretly initiated peace negotiations with Russia. In a successful coup, Mihai exchanged German for Russian control and kept his throne, since the Communists saw the monarchy as one way of stabilizing turbulent Rumania. A lover of American movies and a camera bug, Mihai has managed to

COMMUNISTS OCCUPY ALL KEY POSTS IN CABINET. MINISTERS OF ARTS (LEFT).





HE LIVES WITH QUEEN MOTHER HELEN WHO DIVORCED PLAYBOY EX-KING CAROL

ITS COMIC-OPERA DAYS HAVE GIVEN WAY TO DEEP POLITICAL STRUGGLE NOW DOMINATED BY THE LEFT

build a large popular following, especially by having risked his own life in the coup.

The king designated old-time Communist Leader Petru Groza to form a cabinet. Groza set about solidifying control of the already existing police state and installed Communists in the Ministries of Interior, Justice and Propaganda, the key posts for controlling a country. Only when the protests of the large Liberal and Peasant parties filtered out of Rumania did the Communists slacken their all-out drive for control. After a meeting of Byrnes, Bevin and Molotov in Moscow, a three-power investigating commission visited Bucharest. As a result Groza was forced to take in representatives of other parties, not, however, in anything but minor cabinet posts. Trade unions, communications, police and economic machinery remain in Communist hands, giving substance to Churchill's charge that "the Communist parties, which are very small in these eastern states, have been raised to pre-eminence and power beyond their numbers."

JUSTICE (THIRD FROM RIGHT) AND PREMIER GROZA (CENTER) ARE COMMUNISTS



RUMANIAN PATRIARCH Nicolai, standing beside ancient icon, is head of Greek Orthodox Church. Though weaker, Church still cautiously wields considerable power.

OPPOSITION LEADER is Dino Bratianu, chief of Liberal party. Over 80, he still fights vigorously against Communist domination, chuckles when Left calls him fascist.





AN UNEXPLODED ALLIED BOMB LIES AMID THE PLOESTI OIL REFINERIES, WHICH WERE FREQUENT TARGET DURING WAR. MOST OF PRODUCTION NOW GOES TO RUSSIA

RUMANIAN OIL FIELDS ARE RICHEST PRIZE

Russia's economic penetration beyond her borders is best illustrated by what is happening in the Rumanian oil fields, biggest European producers outside of the Soviet Union. Using assets of former German companies granted them under the three-power Potsdam Agreement, the Russians have formed a joint Russian-Rumanian oil company. Tax privileges, priorities and other special privileges granted the company will make competition virtually impossible for British and American capital, which formerly controlled 25% of all Rumania's oil. Similar joint companies for economic penetration in other commercial fields have also been formed in neighboring Hungary. One was proposed to Austria, for exploitation of the Zistersdorf oil fields, but the Austrians refused.



THE BEAR CURE is still practiced by Rumanian gypsies, who believe that having a bear walk on spine will cure rheumatism. In lower picture bear got tired, sat down.

LIFE OF LENIN, told in Russian film, is advertised by a poster alongside a statue of Ion Bratianu, one of Rumania's founders. Soviet cultural propaganda is very heavy



GOVERNMENT CROUPIERS run this roulette wheel at Sinaia Casino, one of Rumania's gayest spots. Having decided that it could never get pleasure-loving Rumanians

to give up gambling, the government did the next best thing. It ended private enterprise in gambling by expropriating the casino, which is now run by Health Ministry.

CZECHOSLOVAKIA

AS LINK BETWEEN EAST AND WEST

ITS POSITION IS CRUCIAL ONE

Sole exception Churchill made in his catalog of gloom was Czechoslovakia, where he conceded that the forces of democracy had not lost control. Even before his country's liberation, canny, foresighted Eduard Beneš had made an agreement with the Russians, the full details of which are still not public. Beneš became the only prewar elective leader of a nation to be welcomed back to his old job. Beneš, who lectured at the University of Chicago while in exile, formed a four-party government—Communist, Social Democrat, National Socialist, Peoples Party (Catholic)—balancing western and eastern influence. His prime minister, Seneček Fierlinger, speaks with a Russian accent. His foreign minister, Jan Masaryk, son of the country's first president, has ties in London and Washington.

The new government, confiscating properties of Germans and Czech collaborationists, instituted a sweeping socialist program based on the newly acquired state holdings. All heavy industries with more than 500 employees were taken over with promises of compensation for legitimate owners. Banks, communications and insurance companies also were nationalized. Small businesses and light industries were left to private ownership. One rumor was that here too the Communists were quietly taking over key posts in newly reorganized industries.

Beneš hoped that socialism and private enterprise could work peacefully in the same harness, just as he hoped his small, rich country could strike a happy balance between Russia and the Anglo-American powers. Czechoslovak chances were brightened by the fact that the country survived the war relatively undamaged. No great battles were fought there. Bombing raids were few. Czechoslovak industry, which before the war did a big export trade in glass, shoes, tools and other manufactures, started to recover immediately. The country's food position was so favorable that it could even export potatoes to its hungry neighbors. But the nation's greatest resource was its industrious, well-educated people, who in the decades between two great wars had practiced democracy and therefore knew when they had something worth struggling to preserve.

PRESIDENT BENEŠ (left) confers frequently with U.S. Ambassador Laurence A. Steinhardt in his white

and gold paneled office. Behind them is tall porcelain stove which is still used for heating palace in Prague.

EVEN IN NAMING STREETS CZECHOSLOVAKS TRY TO KEEP CAREFUL BALANCE AMONG BIG THREE. THESE U.S. SOLDIERS NOW HAVE WITHDRAWN, AS HAVE RUSSIANS



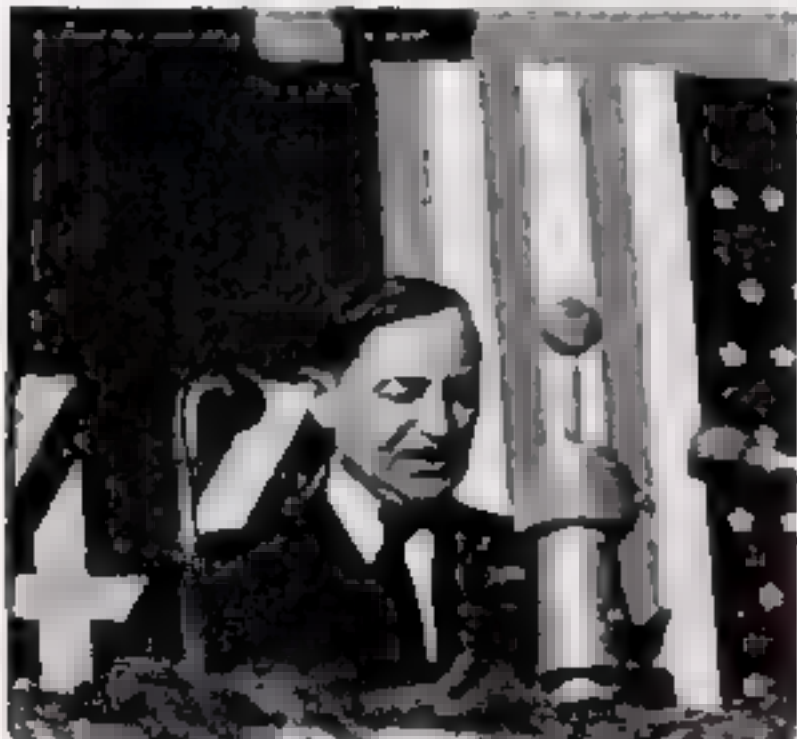


FAMOUS SKODA WORKS was one of first heavy industries nationalized after liberation. Damaged by Allied

bombs, the Skoda plants started repairing locomotives (above) before all reconstruction was finished. Now tractors, machine tools and generators also are being produced for domestic consumption but not yet for export.

tors, machine tools and generators also are being produced for domestic consumption but not yet for export.

AT SLOVAK PATRIOTIC RALLY EQUAL BILLING IS GIVEN TO PRIME MINISTER FIERLINGER (LEFT) AND THE MILITARY ATTACHES OF BRITAIN, RUSSIA AND U.S.





DISPOSSESSED ARISTOCRATS are numerous in Hungary. Young Count Karolyi (above) is looking across pond on his great family estate, which has been divided among peasants. Prince Elemér (below), sitting below Emperor Franz Joseph's portrait, says Hungary has become "Russian salad." His wife was the widow of Franz Joseph's son, Crown Prince Rudolf, who died mysteriously at Mayerling with Marie Vetsera in 1889.



Iron Curtain CONTINUED



RUSSIAN MONUMENT in Budapest is similar to those erected by the Red Army as memorial to their dead in all capitals they liberated. In distance is Hungarian parliament.

HUNGARY

FANTASTIC INFLATION DEEPENS PEOPLE'S MISERY

The nightmare quality of life in Hungary increases each morning when citizens waken to find how much less their money is worth. Because of uncontrolled inflation the pengo, whose prewar value was five to the dollar, has plummeted to a trading value of 22,000,000 to the dollar. The misery of inflation afflicts all classes. Food is scarce even for those with the astronomical amount of pengo required for such necessities as bread (450,000 pengo per loaf). Shoppers must carry big bags to hold currency for ordinary purchases. Last summer's crops were below average. Russia's army of occupation ate large quantities, also drove off thousands of the best cattle.

Disillusioned by the Red Army's conduct, the Hungarians voted conservative in last autumn's elections. But the conservatives continued the leftist program of breaking up large estates to give land to peasants, who form 70% of the population. They have not, however, been able to solve any of the nation's basic problems, many of which stem from the fact that Hungary is a defeated Axis power, must pay heavy reparations, mostly to Russia and Czechoslovakia.



STARVING BABY is being treated for Leiner's disease, which is caused by malnutrition. Once the disease was a medical rarity, now a single Budapest hospital has 30 cases.

WOMAN HUDDLES OVER A GRATING, SEEKING WARMTH
IN ONE OF THE FEW PLACES IT EXISTS IN BUDAPEST



NO PEACE YET

IN PARIS, THE FOREIGN MINISTERS STRIVE TO AVERT A NEW AND HARSHER ISOLATIONISM

On July 2, 1921 Dempsey knocked out Carpenter, Babe Ruth got his 30th homer of the season and President Warren G. Harding signed the Knox Resolution officially ending America's war with Germany. Harding was visiting his pal, Senator Frelinghuysen, at his lush estate near Raritan, N. J. The afternoon's golf ended, they sat on the veranda, enjoying the breeze and the hospitality of the cellars, the fame of which was excelled only by the host's renown as a dry. Suddenly there appeared on the placid scene a White House messenger bearing the peace resolution fresh from Congress. Frelinghuysen, in a ludicrous miscalculation of history, summoned his family and friends, transferred the scene to his drawing room and there, thousands of miles removed from the theatrics of Versailles and eons removed from the crusade of Woodrow Wilson, Warren Harding dipped his pen to make a separate peace and thus begin the isolationist era so painfully remembered now.

Stage Setting

Today, 25 years later, it is perhaps the most chilling commentary on our times that in victory we cannot even have a peace conference. We were supposed to have one in Paris starting May 1, but the French logically decline to issue invitations until there is some indication that the big powers can agree. The Foreign Ministers of Russia, Britain, France and the U.S. scheduled a meeting in Paris this week to try again to close the gap which was left after the Ministers met in London last September. That meeting broke up amid much double talk about "procedures." The real trouble was that Russia's plainly indicated postwar ambitions included not only a very complete domination of the Balkans but a positive ascendancy of power in the Mediterranean as well. The shock of these ambitions foundered the meeting. All winter the deputies of the Foreign Ministers have been meeting almost daily in London and their perseverance has only been equaled by their intransigency. Comrade Gusev, the Russian deputy, is not a yesman.

What are these points over which the deputies have been haggling and which engender international bitterness? They are not mere debating points for diplomats; they are pawns in one of the deadliest games of this generation and the next. First is the Italian peace treaty. Three main points remain unresolved:

a) Reparations. Russia wants Italy to pay her \$100,000,000, plus \$200,000,000 to be divided among other countries at war with Italy, a total of \$300,000,000. The U.S. insists it cannot pour relief into Italy only to have reparations just about complete Italy's ruin. Britain, which has had strong economic ties with Italy, wants the Italian market restored. The Russians don't seem to give a tinker's mal-education about Italian recovery. They see machinery and rolling stock and want it. This issue may be ironed out by transferring some Italian ships to Russia.

b) Trieste. Russia is strongly backing Tito's claim that Trieste should go to Yugoslavia. When this same problem arose after World

War I, a so-called "ethnic line," Italians on the west side, Slavs on the east, was drawn approximately down the center of the Istrian Peninsula. The U.S. still believes an ethnic line is the proper one, but such a line leaves Trieste in Italy, and the Yugoslavs, with Russian support, have been adamant in their demand for this vital port.

c) Colonies. The nub of this is that Russia has demanded exclusive trusteeship over the Italian colony of Tripolitania. The U.S. insists it is against exclusive trusteeships on principle, not against just this particular case, which would alter the balance of Mediterranean, if not Atlantic, power. This approach may require fast footwork when the consideration veers to Pacific trusteeships. But whatever the ultimate U.S. position, it is a fair bet that Britain will not permit a preponderance of Russian strength in the Mediterranean without war. Therefore the issue is just that dangerous. So is the issue of the Dodecanese, which the U.S. proposed be demilitarized and transferred from Italy to Greece. The Russians are expected to ask for these strategic islands at Paris.

Such are the problems directly raised by the Italian peace treaty. There is a second group of problems on the agenda at Paris which are in some respects more immediate, more defiant of answer and which contain ever greater numbers of seeds of disaster. These are the Balkan problems. Any treaty with Bulgaria, for example, seems out of the question at the moment because the U.S. could not accept the present Sofia government, a mockery of the "truly representative" government provided for at Yalta. A Rumanian treaty is equally difficult, one reason being Russian delay in proposing a border with Rumania in Bessarabia.

These are tangible obstructions to peace. And until that peace is written, Allied troops remain in Italy at the expense of the impoverished Italian people. Soviet troops, 1,800,000 of them, remain in the Balkans. The Damoclean sword of economic uncertainty hangs over most of southeast Europe. The people of border areas cannot settle down. Trieste will not be rehabilitated until its ownership is decided.

Sheep and Snake

It has been said that the Balkan countries are like a sheep halfway down the snake's throat, with the U.S. and Britain vainly grabbing at its heels. The Balkans are the most important surplus food area in Europe. The Danubian basin is a great natural trading area for all of Europe. The U.S. wanted the Balkans, like all the rest of the world, to be thrown open to progressively freer trade. The U.S. and Britain proposed that the Danube be internationally supervised for the traffic of all. The Russians are saying, with actions, "No." But to cut off this food and this trade from the rest of Europe and to reorient it exclusively within some new Russian "sphere" would incalculably affect Europe. It would precipitate endless frictions if not catastrophe.

In these arguments Americans can be glad

that their State Department, for once, is energetically right. It was a pretty good world that we envisioned for our enemies. Our treaties were to contain guarantees of freedom of speech, worship, political belief and public assembly. We had no selfish purposes, or at least very few. We did not underwrite any reactionary *status quo* or any system of economic exploitation. We were against such, even when this brought our policy into conflict with Britain's.

Though we believe we are right, we must not be self-righteous. The Uncle Sam that is master of the atomic genie and of a military potential that has just astounded the world may not look as amiable in Moscow as he does here. Moscow particularly fears the solidification of the Anglo-American bloc but is itself the architect of it. Even the U.S. loan to Britain, which was originally, and correctly, aimed at the constructive purpose of facilitating a return to private enterprise and freer international trade, has begun to take on aspects of military necessity. However, Moscow must learn that all this is largely reaction to Russia's apparently bull-headed determination to dominate the Balkans and to extend its influence interminably.

The Chance

It is true, as darkly hinted in Washington and London, that there is an alternative to a general peace treaty negotiated simultaneously by all the principal belligerents. It is a peace made separately from Russia. It is a measure of the present chaos that this suggestion is advanced. It would not lift the iron curtain; it would merely accept it. Such treaties would signalize the solidification of the Anglo-American bloc and might, indeed, become implements for lining up allies. They would usher in an era of isolationism between East and West alongside of which the Harding variety seems innocent indeed.

Something must be done to end the present drift. Secretary Byrnes's invitation to Russia to discuss a \$1 billion loan and concomitant Russian participation in a freer economic world is good though stupidly delayed. At Paris the world is being offered another fair chance to sweep up some of these plaguing problems and thus to start clean. If grasped, this opportunity can bring new hope to a world whose peace aims are drifting into war talk. There is still time and Paris in the spring is a good place to begin.

PICTURE OF THE WEEK: ➔

A tousle-headed 25-year-old named Joe Yule Jr. and Mrs. Yule, the "Miss Birmingham Alabama of 1944," showed up at a Hollywood premiere last week. Joe Yule, known to millions as Mickey Rooney, was one of the last of Hollywood's big names to be released from Army service. He was beamed on by his pretty wife, hailed joyfully by the premiere throng, welcomed very sincerely by his studio. The stubby charm of 5-foot 2-inch Joe Yule had made him moviedom's top money-maker before the Army got him. Besides an attractive wife, 5-foot 7½-inch tall Betty Jane, and a new son Joe Yule returns to a minimum salary of \$5,000 a week.



Mr. and Mrs. Mickey Rooney smile happily at each other
as they enter the theater for a Hollywood premiere



MOB ADVANCES up wide street past the Diet building to the residence of the premier as Japanese police cower behind wall and an American MP stands placidly outside.

APPREHENSIVE POLICE (below) with guns aiming mob from behind wall. Later they fired shots into the air and 150 more police came, but this helped to frighten leftists.



JAPS MOB PREMIER'S HOUSE IN PRE-ELECTION RIOT

In Tokyo, three days before Japan's election on April 10, bold words which people once hardly dared to whisper were shouted to the skies at the very gates of authority. A block from MacArthur's headquarters an angry crowd of about 70,000 listened to the inflammatory words which Communist, Socialist and other left-wing leaders hurled against Premier Kijuro Shidehara and his cabinet of old-time politicians. Then, 10,000 strong, they marched arm in arm, chanting long-silenced revolutionary songs, to storm the premier's official residence. But Shidehara was not in and, as shown here, the mob turned suddenly

docile when 12 American MPs came to reinforce the distraught police. The next day Shidehara faced a committee of the rioters and refused to resign.

Two days later Japan had a quiet election, the freest in her history. Her people seemed to have memorized so well their democratic catechism that 25,000,000 voted including, for the first time, Japanese women (*see next page*). There were 2,781 candidates for the 466 seats in the lower house of the Diet, which will probably sign the peace treaty and may lead the way to an independent Japan. When the votes were counted, many old-time politicians

were returned to office. The Liberal party, actually a right-wing group, won the greatest number of seats, 139. The Progressives and Social Democrats won 93 and 92 respectively. The Communists got only five. MacArthur's headquarters, which had held the election this soon despite a call for delay from the Allied Far Eastern Commission, pronounced itself satisfied with the results. But Shidehara refused to resign because no single party had received a controlling majority. The other parties howled protests. The Commission gained new ammunition it might use for future skirmishes with MacArthur.



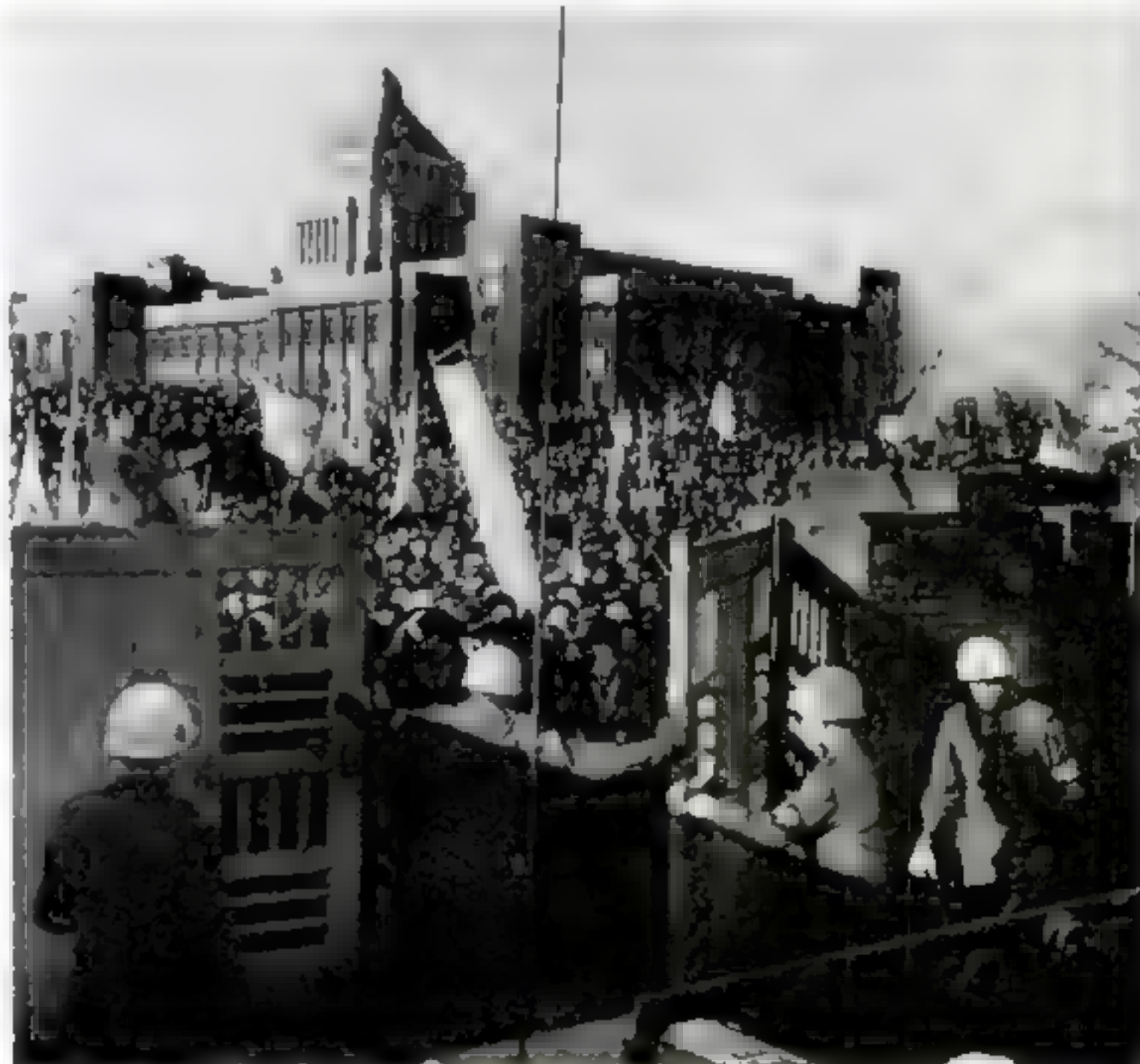
STRAINING AGAINST GATE, enraged mob holds its banners aloft, shows little respect for police. A few outflank policemen by climbing onto roof of gatekeeper's lodge.



BREAKING THROUGH GATE, the demonstrators storm past police to yard. Some stood on roof, others hurled stones at premier's house. Eight policemen were injured.



WHITE-HELMETED MPs come up and start to push the demonstrators out of the courtyard. Mob gives way quietly but MP had to mount roof to get stubborn Japs down.



MPs SHUT GATE in face of the suddenly docile mob. They stood around before the gate, while speakers harangued, demanding that Shidehara come out and hear them.



A JAPANESE BABY SHOWS LITTLE INTEREST IN MOTHER'S FIRST BALLOT. POLL WATCHERS HELPED WOMEN VOTE, STILL SOME VOTED FOR GENERAL MACARTHUR

JAP WOMEN VOTE

They go to polls for first time

On election day in Japan (see pp. 38-39), the Japanese women showed unexpected interest in affairs of state. Although long conditioned to inferior status, 14,000,000 women made up more than half the total number of voters. Japanese men thought their women would be kept at home by family cares. But the women donned their gayest ki-

monos and *mompe* (pants), strapped their families on their backs and helped elect 39 of the 82 women candidates. Among those elected was Mrs. Shuzue Kato, the divorced wife of Baron Ishimoto and now wife of successful Social Democrat candidate Kanju Kato. An advocate of birth control, Mrs. Kato is known as the "Margaret Sanger of Japan."



In cool, dewy shade—under an awning of taller trees—these fine coffee beans in their gay red jackets slowly store up the rich "shade-grown" flavor that America loves in Chase & Sanborn Coffee.



"Shade-Grown" Flavor

EXPLAINS THE BIGGEST SUCCESS IN CHASE & SANBORN'S 82-YEAR HISTORY!

For the coffee lovers in your home, 'shade-grown' can mean a new thrill. For 'shade-grown' coffee means *slow-grown—mellow-grown—flavor-grown.*

In moist, cool shade the good earth of the tropics slowly creates this heavenly flavor that adds so much to your enjoyment of Chase & Sanborn Coffee.

Try it and see why in the past year more people have been using Chase & Sanborn than ever before. See why families by the hundreds are falling in love with 'shade-grown' flavor!



CHASE & SANBORN COFFEE



SOUTHPAW FROM THE WHITE HOUSE, HARRY S. TRUMAN, WINGS A LOOPING, ERRATIC, LEFT-HANDED THROW WATCHING HIS DAUGHTER, WIFE, ADMIRAL LEAHY

SOUTHPAW TRUMAN

A left-handed President throws
out the first ball of the season

Among the unwritten requirements for politicians is attendance at ship launchings, funerals, dinners and opening-day baseball games. Last week, peace having returned to the U.S., President Harry Truman, able politician, tried himself out to Washington's Griffith Stadium for the opening of the baseball season. While wits cracked, "It's the first time in months he's found anybody in Washington to play ball with him," he revealed himself as the first presidential southpaw ever to

toss out the first ball. Later, as the Boston Red Sox trounced the Washington Senators 6-3, he sat back in his box, ate peanuts, drank pop and watched Boston's Ted Williams, ex-marine, hit one of the longest home runs in history, 140 feet, straight into the center-field bleachers.

Meanwhile other politicians from other cities and other lands, including some of the United Nations delegates, were opening the ball season in other places. For their pitching form see page 46.

• **DIANA LYNN**, co-starring in
"Our Hearts Were Growing Up," a Paramount Picture.



"LIPTON'S brisk flavor is solid with me,"
 says winsome starlet Diana Lynn



"I like Lipton's," Diana told us,
 "because it's fresh and spirited, 'brisk'
 in flavor as the tea experts call it!
 "Lipton's never tastes flat but rich

and full-bodied. It's as different from
 ordinary teas," says Diana, who is an
 accomplished concert pianist as well
 as a talented actress. "as a grand
 piano is from a juke box."

Yes, the *brisk* flavor of Lipton's is
 different. It's cheering . . . makes you
 feel the same way.

Perhaps that's why it's America's
 favorite brand. Try it. Make Lipton's
 your favorite tea, too.

LIPTON TEA

Brisk flavor
 — never flat

BUY THE LARGER, MORE ECONOMICAL SIZE PACKAGES



© 1946, The J. Lipton, Inc.

Baseball Season CONTINUED



"STAR-SPANGLED BANNER" is part of traditional, immutable pattern
 of opening-day ceremonies. Here President Truman salutes with hat over heart.



FLAG-RAISING CEREMONY is another routine. Usually players parade
 to the flagpole, all out of step, stand languidly at attention as the flag is raised.

CONTINUED ON PAGE 45



BY APPOINTMENT
PERFUMERS TO
H. M. & THE ROYAL
FAMILY LONDON



summer's dream is she

...moving through the night in a magic shimmer. . . . Like pink-gold, her complexion glows—flawless, smooth and sparkling. . . . Lips jewel-bright, head proud-set. . . . Here, clearly, a shining presence—here, the lovely perfection that says she's learned to "Color-light"!



"color-light" with **YARDLEY** aids to beauty

"Color-light" your skin—blush-soft—with Yardley "English Complexion" Powder, \$1

"Color-light" your lips—with luring, staying shades of Yardley lipstick, \$1


"Color-light" loveliness starts with a flawless complexion. For it, Yardley brings you an array of exquisite beauty aids such as Yardley Night Cream, or Yardley Dry Skin Cleansing Cream. Both \$1 and \$2

Prices plus tax



Yardley products for America are created in England and finished in the U. S. A. from the original English formulae, combining imported and domestic ingredients. Yardley of London, Inc. 620 Fifth Ave., Rockefeller Center, New York, N. Y.

**THERE'S A SMART NEW LIGHTER
IN THE WIND!**



Berkeley

**WINDPROOF
LIGHTER**


**IN GLOWING
JEWELTONE COLORS**

2

SMARTER—because it's a jewel-like accessory that belongs with your smartest clothes. Smarter because it works come wind, come rain, come snow! Millions of GIs will tell you it's the rugged, dependable lighter.

GUARANTEED FOR LIFE—Unconditionally! Any damage repaired without charge, any time.

ONLY THE BERKELEY WINDPROOF LIGHTER HAS ALL THESE FEATURES



- **ASBESTOS WICK**...lasts for years.
- **ONE-PIECE FLAME GUARD**...nothing to break.
- **SECRET COMPARTMENT**...holds extra flint.
- **DOUBLE SEALED—DOUBLY PROTECTED**...the inside mechanism is a complete lighter in itself—sealed at bottom, too, to prevent fluid evaporation.

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AT YOUR FAVORITE TOBACCO SHOP, JEWELRY, DRUG AND DEPARTMENT STORE

Baseball Season CONTINUED



GOVERNOR THOMAS E. DEWEY, orthodox right-hander, toasts a hard, fast one to open New York season. Giants beat the Philadelphia Phillies, 8-4.



MAYOR WILLIAM O'DWYER, old-time Dodger fan, opens the Brooklyn season three days later. He went home happy as Dodgers trounced Giants, 8-1.



UNITED NATIONS DELEGATE W. R. Hodgson of Australia (left) explains baseball to the Secretary General, Trygve Lie, insists cricket is better.

Firestone Velon*

**MAGIC NEW MATERIAL
THAT SERVES YOU
A THOUSAND WAYS**

This Velon Film
**KEEPS
PERISHABLES
FRESH**



This Velon Film
**KEEPS
PEOPLE DRY**



• Here you see only two of the many forms of Velon, the amazing new material developed by Firestone research.

As a film, Velon seals water out to keep you dry—yet breathes air in and out to keep you fresh. But that's just one of the thousand ways Velon makes your living better. Velon film also supplements nature's own covering, packages delicate, quick-spoiling fruits and vegetables to keep in every drop of luscious juiciness—keep out flavor-robbing air!

Velon film can be tough—or soft as thistledown; thick as a man's wrist, thin as breath on a window-pane. A fork easily cuts Velon-sealed

cheese—but the most active youngster won't tear Velon film baby pants!

Velon is also woven fabric, colorful to the eye, luxurious to the touch yet stain-proof, wear-proof. Velon fabric shrugs off dirt, grease, ink, alcohol. Velon cleans magically with a damp cloth. Velon threads—whether spider-web sheer or thick enough for screencloth—are durable, lasting.

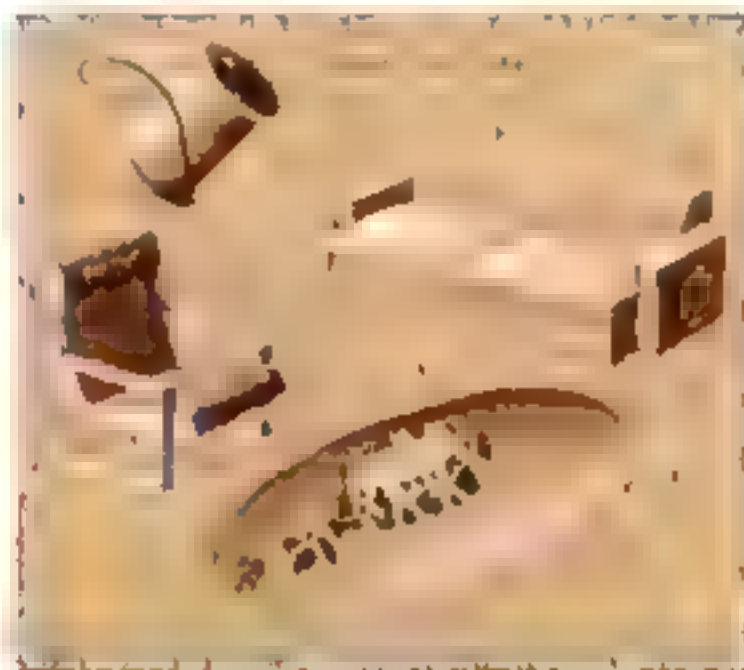
In another form, leather-like Velon makes waterproof shoes, luggage, belts, handbags in any color, pattern, texture—resisting hardest wear.

Best of all, Velon, the material of tomorrow, is here today. Below are some of Velon's many uses. You'll find them soon at your favorite stores.

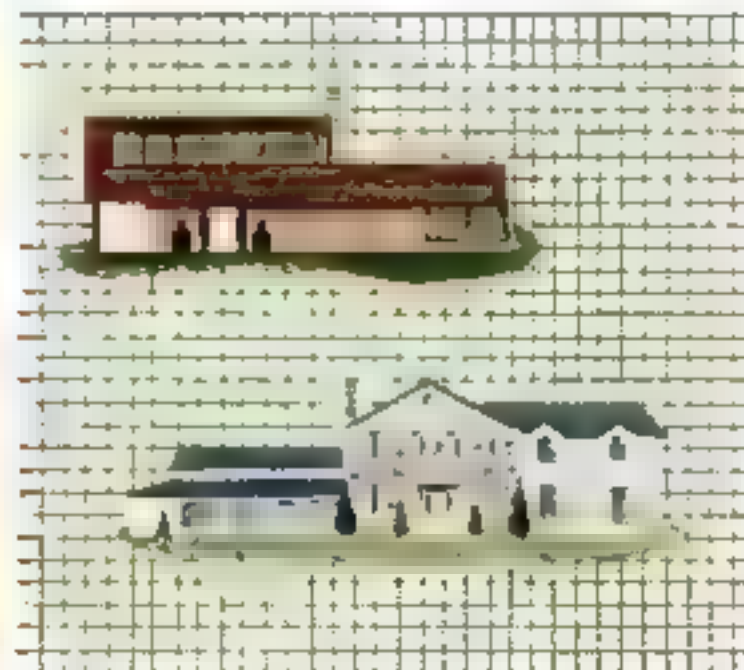
Listen to
The Voice of Firestone
Monday Evenings
over NBC



IT'S FILM—waterproof, colorful, stainproof. Velon makes shower curtains, rainwear, lampshades, protective packaging for perishables. Won't crack or turn brittle in cold weather—won't become "tacky" in hot.



IT'S FABRIC—beautiful yet supremely practical because dirt, chemicals can't stain Velon's non-porous threads. It's scuff proof, snag proof, perfect for upholstery fabric, drapes, hats, outdoor furniture.



IT'S SCREENING—tinted to blend with inside and outside of your home. Velon can't rust or corrode—it's impervious to elements, resists more impact than equal gauge metal screening without denting or bulging.



IT'S LEATHER-LIKE—man-made to improve on nature. In any pattern from snake to patent finish, Velon makes shoes, belts, handbags, luggage. Leather-like Velon is strong yet pliable—will never crack, peel or scuff.

We captured that old fashioned Chili Sauce flavor.

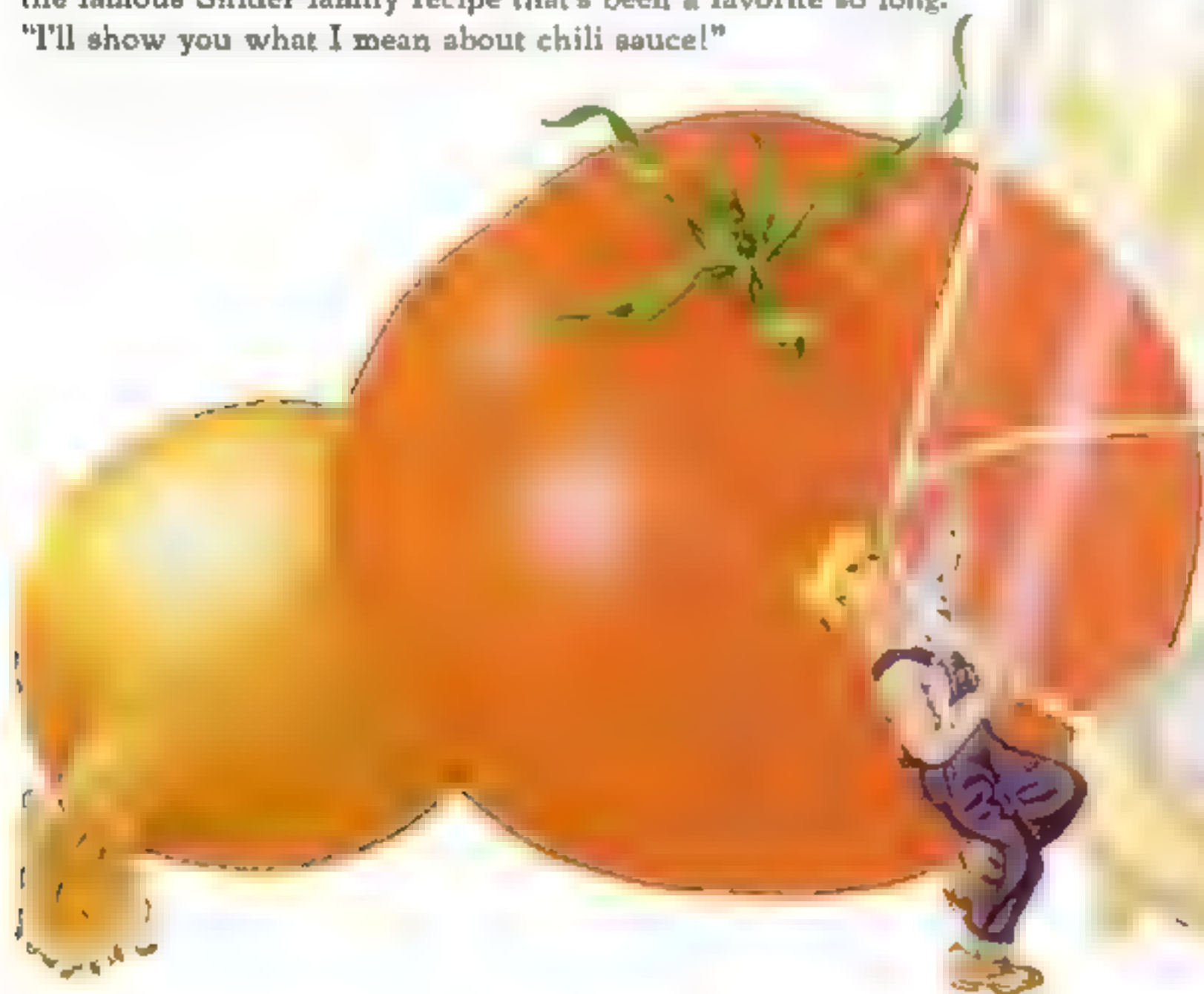


Grandma Snider got her dander up one day. "You know," she said, "what's happened to new-fangled store-bought chili sauce is a caution!" She claims chili sauce should be chunky and spicy—with a tempting richness that's like magic for other food. "None of that watery thinness and namby-pamby flavor."

Grandma Snider knows! Her chili sauce has been a favorite hereabouts for a l-o-n-g spell.

with a Super Tomato

"**Looky,**" she told Farmer Snider, "you fetch me a batch of those super tomatoes. And stop by and pluck a pepper or two, some firm young onions and a stalk or so of that crackling-good celery from the South Patch." She bustled off to unlock the famous Snider family recipe that's been a favorite so long. "I'll show you what I mean about chili sauce!"



and that secret recipe!

Besides Snider's Old Fashioned Chili Sauce . . .

there's a whole line of delicious Snider's vegetables and fruits in can and jar



and there's Snider's Catsup, the real country style . . . Snider's Cocktail Sauce, so spicy



and tangy . . . with that *Special Snider Flavor*

If the Snider Folks put it up . . . it tastes like home

What a day that was!

Grandma's kitchen sniffed of a giant farm bouquet . . . with fresh-cut vegetables steaming in spicy juice. Word got around and all of a sudden Grandma Snider's Chili Sauce was famous. All we did was put it in wide-mouthed bottles so those chunky tomatoes wouldn't get all minced up.

It's outgrown Grandma's kettle. We can't make it fast enough. But if it's old fashioned country-kitchen flavor you're hankering for—ask your grocer for Snider's Old Fashioned Chili Sauce!



The Snider Folks



FROM PULPIT IN OKLAHOMA CITY'S FIRST UNITARIAN CHURCH, THE REV. A. E. VON STILLI ENCOURAGES MEMBERS TO TAKE VD TESTS IN CHURCH AFTER SERVICE

VENEREAL SURVEY

Oklahoma City starts big drive to wipe out syphilis and gonorrhea

Last week Oklahoma City was in the midst of the biggest medical carnival that ever hit the Southwest. Urged on by announcements on the radio, blaring loudspeakers, billboards and posters, the city was responding by the thousands to a mass test for venereal disease. A minister opened his church as a testing station (*see above*). All persons between 12 and 50 were offered free examination. At the end of 15 days more than 13,000 had been examined with an infection rate of about 2%. At

the end of the 45-day campaign ending May 15, 125,000 will probably have been tested.

The survey is being conducted by the U. S. Public Health Service in cooperation with the city and state. It will cost \$75,000. For those found infected free treatment is offered. Gonorrhea cases are given a single penicillin injection. Syphilis requires a ten-day penicillin treatment. If the Oklahoma City test is successful the U.S.P.H.S. will move its epic program to other large cities.



CHURCH MEMBERS walk up the steps past VD poster — there was no regular Sunday-morning service. Venereal testing is done in church right after the service.

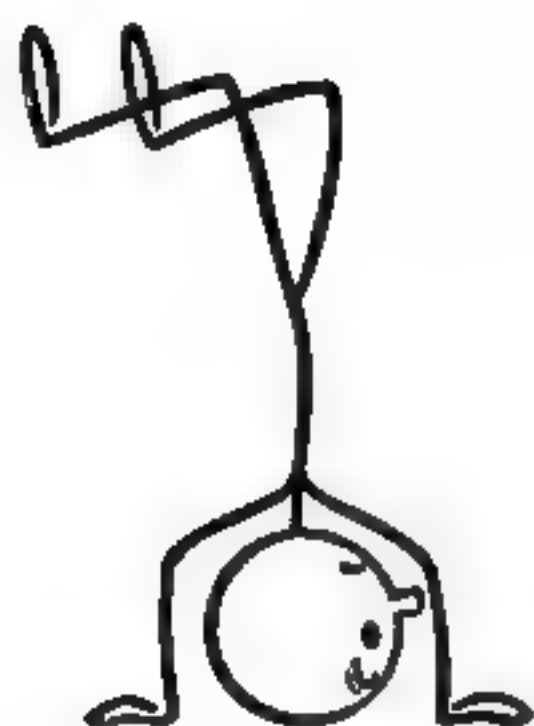


CHILD aged 2½ is given a sample blood test by nurse and technician. Syphilis is a congenital disease but, like gonorrhea, it can also be transmitted by contact.



VOLUNTEERS stand in line inside the First Unitarian Church awaiting their turn to have blood samples drawn. Of 150 people attending church that day, 85 submitted

to the painless examination. Blood samples are taken to central laboratory where they are analyzed. Results of the tests are then mailed to the individual volunteers.



Reproduced by permission of the University Museum, University of Pennsylvania.

Figure it out for yourself!

Frankly, we're puzzled, too. We've been standing on our head for two days now, but we still can't read these hieroglyphics. A learned friend tells us they report a funeral offering of bread and beer for the Chancellor of the King of Egypt. . . . Maybe so. . . . Anyhow, we only brought up the subject of picture-writing to show you what your monthly electric bills might look like if we could send them out in that form. Something like this:



Isn't it amazing how many jobs electric service does, so cheerfully and cheaply? Almost as amazing as the fact that the average price of electricity actually came down a little during wartime, while the price of almost everything else went way up! It doesn't take an expert on hieroglyphics to tell why. The men and women of your *business-managed* electric company have only one aim: to serve you well and keep costs low.

170 ELECTRIC LIGHT AND POWER COMPANIES*

SELF-SUPPORTING, TAX-PAYING BUSINESSES

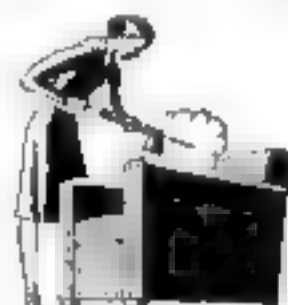
**Names on request from this magazine.*

Hear NELSON EDDY in "THE ELECTRIC HOUR" with Robert Armbruster's Orchestra. Every Sunday, 4:30 P. M., EST, CBS.

STILL THE BEST KNOWN, SAFE, PROVEN WAY TO MOTH PROOF

NO ODOR—NO WRAPPING—NO PUTTING AWAY!

OTHER USES



There is no "off season" for moths. Moths work all year round. One spraying with LARVEX will moth proof upholstered furniture for a whole year.



Moths will never eat coats or suits sprayed with LARVEX.

ABSOLUTE PROOF



Tests show live moth worms on untreated and treated cloth. Absolute proof: moth worms will not eat material sprayed with LARVEX.

One spraying
lasts a
WHOLE YEAR

LARVEX

One spraying
lasts a
WHOLE YEAR

This Amazing Successful Method—Used By Big Woolen Mills—Now Sold For Home Use

The wise, modern way to protect your suits, coats, dresses, rugs and sofas from moth-damage is to actually **MOTH PROOF** them. But don't take chances with new products which haven't fully proved their worth. Instead—**BE SAFE—BE SURE—use LARVEX!**

LARVEX has been proved absolutely

SAFE and SURE for over 20 years. Just a few minutes spraying with LARVEX will actually **MOTH PROOF** woollens for a whole year. And there's no bothersome wrapping or putting away. No shrieking moth ball odor. Just spray with LARVEX and hang garment right back in its usual place. It's all so easy.

Tests have proven that moth worms will actually commit suicide by starvation rather than eat anything treated with good old reliable LARVEX.

LARVEX is odorless and stainless. So play safe—sure. Always moth proof this modern way with LARVEX. Dry cleaning does not remove LARVEX protection. Washing does. But dry cleaning does NOT. Only 79¢ a pint, \$1.19 a quart.

LARVEX



Venereal Survey CONTINUED



POLICEMEN ARE TESTED for diseases in headquarters. A portable unit is sent around to schools and factories for the convenience of volunteers.



INFORMATION BOOTH is manned by Junior Chamber of Commerce. They offer free jeep rides to clinic. Loudspeaker is used to draw passing crowd.



JEEP PICKS UP PASSENGERS to take them to central testing station. Hundreds took advantage of the jeep ride, including giggling boys and girls.

Kodak

*Your
snapshot
is you*

Your own experience, when you have found snapshots in a letter, tells you what the eyes most eagerly scan . . . the face and smile of one who was absent, but is now *here*. This is the "personal visit" that gives life and warmth to written words.

All the world has learned that the surest way to get great snapshots is to use Kodak Film. It makes your camera a better camera . . . Eastman Kodak Co., Rochester 4, N. Y.

The snapshots you'll want tomorrow, you must take today



For black-and-white snapshots—
Kodak Verichrome Film

For full-color snapshots—
Kodacolor Film



ARRIVING YEARS AHEAD OF TIME!



The makers of America's first Diesel-Electric Locomotive present the first of a complete new line of Super Diesel-Electrics!

1. Today two of America's great industrial producers, American Locomotive and General Electric, present a new Diesel-Electric locomotive for all classes of service—a locomotive that opens up a new chapter in railroading history

It's big news for every person who travels or ships by rail, because these new locomotives embody many important new developments born of wartime research and production progress—developments that will enable the railroads to give you the finest transportation the world has ever known . . .



2. Already tested in railroad service, these Alco-GE locomotives have proved *years* ahead—in design, speed, power, smoothness, economy of operation. As you can see here, the cab affords unprecedented room to work in—inspections, adjustments and repairs are quicker and easier to make. The engine is designed to run a million miles before major overhaul, and when maintenance is needed, unequalled accessibility of parts keeps costs down.



3. Safer, easier operation is assured by the new type broad-vision windows . . . an improved, centralized control system results in simpler, smoother operation . . . and these are but a few of many new features that distinguish these locomotives and others in the new Alco-GE line to be announced. Watch for news of other units in this new line. They'll be here soon. To meet every motive power requirement more efficiently. To enable the railroads to give you progressively finer service.

American Locomotive

A GREAT NEW DIESEL-ELECTRIC FOR EVERY RAILROAD JOB



NEW DIPPING HEMLINE WITH THE SKIRT LONGER IN THE BACK THAN IN FRONT IS USED FOR THIS PASTEL SUN DRESS BY CALIFORNIA DESIGNER DE DE JOHNSON

DIPPING HEMLINES

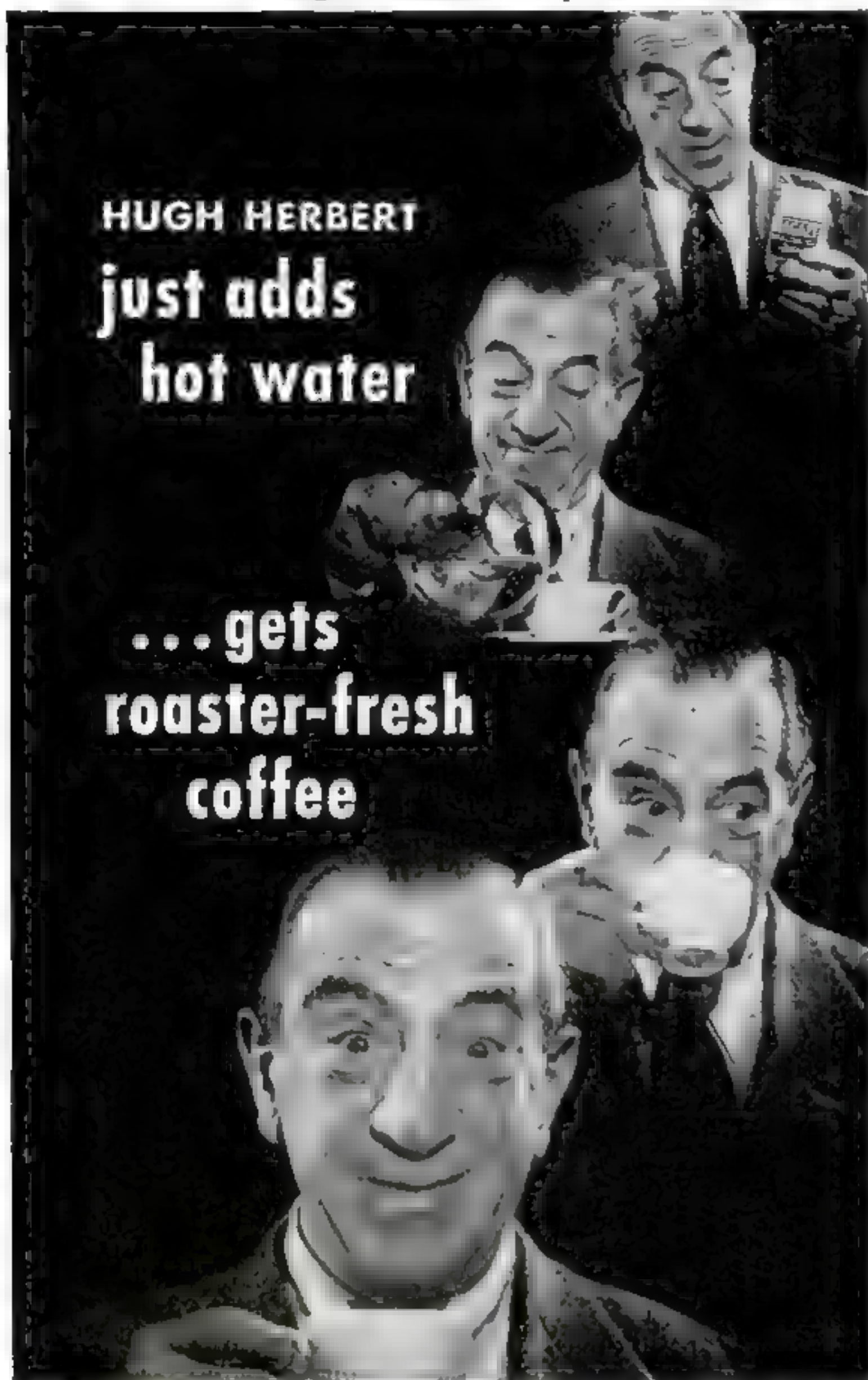
They are a sign of longer skirts which usually presage a depression

An uneven hemline with a back dip like the one in the dress above is a device for tricking women into longer skirts. This device was last used in 1927. Skirts had gone knee-high. Soon they began to dip in back. Gradually the front was lengthened to even out the line. By 1933 skirts were almost down to the ankles. Now, when skirts are up to the knees, hemlines are beginning to dip again.

Last week in Washington the Civilian Produc-

tion Administration was confronted with the longer hemline. Having kept skirts short to save material, the CPA was under pressure to allow an other inch on daytime skirts. Up to now long hemlines, like those in these pictures, have been allowed only on custom-made clothes. As the CPA pondered, it received a jolt from a Department of Agriculture report which showed that lengthening skirts have always presaged financial depression.

Hugh Herbert, Hollywood Comedian...



Roaster-fresh because in Nescafé all the fresh flavor of newly-roasted coffee is sealed in by added carbohydrates



YOU'LL BE DELIGHTED, TOO! For Nescafé offers you the peak in coffee enjoyment... because Nestlé's knows the way to give you all the flavor—all the lift—of really fine coffee! First, we make an extract of choice coffees fresh from the roaster—then instantly seal in the wonderful flavor! To release the flavor, you simply put a teaspoonful of Nescafé in a cup and add hot water.

No bother with a coffee maker. No grounds to dispose of. No waste—you make exactly the amount you need—and just the strength you like. A teaspoonful makes a cup—for about 1¢. Ask your grocer for Nescafé today... it's the sure way to coffee enjoyment.

★ **CAN'T GET IT?** Well, honestly, the demand fooled us, too... but we're stepping up production as fast as we can. In the meantime, if you can't buy Nescafé, may we ask your patience, please?

NESCAFÉ (PRONOUNCED NES-CAFAY) IS NESTLÉ'S SOLUBLE COFFEE PRODUCT, COMPOSED OF EQUAL PARTS OF SKILLFULLY BREWED SOLUBLE COFFEE AND ADDED CARBOHYDRATES (DEXTRINS, MALTOSE AND DEXTROSE) ADDED SOLELY TO PROTECT THE FLAVOR • NESTLÉ'S MILK PRODUCTS, INC., NEW YORK, U.S.A.

NESTLÉ'S EVAPORATED MILK
another famous Nestlé's product



Dipping Hemlines CONTINUED



RUFFLED PETTICOAT exposed at the hem is another device for getting women into longer skirts. The petticoat above is of embroidered Swiss organdy.



SUIT SKIRT, designed by Irene of Metro-Goldwyn-Mayer for Esther Williams, has slight dip in back, is much longer all around than most suit skirts.



UNPRESSE HEM produces a baggy, undefined line at bottom of a green ankle-length dinner dress. The hemline resembles that of harem-type trousers.

CONTINUED ON PAGE 56



How to Celebrate Your Time to Re-Tire

Time to Re-Tire calls for a celebration. So, why not indulge yourself? Don't just get tires—get the tires you'd really like to have and can feel sure about. A man really feels safe on Fisk Tires. He knows he's free from fear of trouble on the road. The new Fisk Air Flight DeLuxe gives

you a quality ride. You whisk along mile after mile, taking all roads in stride, silently, smoothly, in sunshine or rain. You steer at the slightest touch in perfect control all the while. Catch up on the fun of riding on tires you, personally, feel safe on. Buy Fisk. Celebrate with safety.

Buy Quality...Buy **FISK**

MAKERS OF THE FAMOUS SAFETY STRIPE TREAD...



FISK TIRE COMPANY, DIVISION OF
UNITED STATES RUBBER COMPANY

"A very good evening to you"



Honored guest for the evening

WHERE and whenever good friends gather, the arrival of world-famous Johnnie Walker is most reassuring—the serene smoothness and mellow mildness of this peerless scotch the foretaste of a most pleasant evening ahead.



Both 86.8 Proof



Popular Johnnie Walker can't be everywhere all the time these days. If occasionally he is "out" when you call... call again.

JOHNNIE WALKER

BLENDING SCOTCH WHISKY

CANADA DRY GINGER ALE, INC., New York, New York • Sole Importer

Dipping Hemlines CONTINUED



SCALLOPED EDGE outlines hem of an afternoon dress by Howard Greer. Front of skirt is slightly below the knees but the back extends to mid-calf.



BALLERINA-LENGTH FROCK of white lace was made for Laraine Day. With it she wears a pair of red satin sandals with a satin rose between her toes.



MORE STYLE

Step in—and surround yourself with the new exciting Mercury beauty! Two-tone interiors in a choice of rich fabrics and fresh colors. It's a cheerful eyeful inside—styled in keeping with the smart low-slung Mercury lines.



MORE ECONOMY

What a surprise that such a *big* car can cost so little to operate. New balanced carburetion and new 4-ring pistons make for *extra* savings on gas and oil. You'll see—in everything you want, you get *more* of it with the new Mercury!



MORE "GO"

Step out with more of that famous Mercury pickup and power. Nineteen engine improvements mean quick getaways that put you out front . . . extra reserves of speed that *keep* you out front. If you want more "go"—go Mercury!

More **OF EVERYTHING YOU WANT**
WITH *Mercury*



MORE COMFORT

Mercury is a beauty all right—and such a roomy, *restful* beauty! Soft, wide, spacious seats that hold six people easily. And a new full-cushioned ride that's *oh so smo-o-o-th*. Most cars are fairly comfortable today—but Mercury is *even more so!*



TUNE IN . . .

The Ford-Bob Crosby Show, CBS, Wednesdays, 9:30-10 p. m., E. S. T.
The Ford Sunday Evening Hour, ABC, Sundays, 8-9 p. m., E. S. T.

MERCURY—DIVISION OF FORD MOTOR COMPANY



**DOES YOUR GROCER
KEEP VEGETABLES**

Garden-Fresh Vitamin-Rich

THIS MODERN WAY?

Your grocer is probably careful to buy *fresh* vegetables from his wholesaler. But does he make sure that they are *still* garden-fresh and vitamin-rich when you buy them? He can—and should.

Extensive scientific research has recently established facts which have led really modern markets to adopt a new way of displaying vegetables—a way that protects all their crispness, flavor and nutritive value.

This research has demonstrated that as vegetables lose freshness they also lose essential vitamins. It has proved, in fact, that some of our favorite vegetables lose vitamins at an alarming rate during the first few hours they are in the store—*unless they are constantly protected with ICE.*

Up-to-date markets are taking full advantage of these discoveries. They are bedding their fresh produce in pure, sparkling crushed ice, making sure that their customers get vegetables that are all they should be—crisp, delicious and vitamin-rich. Your own grocer can give you this same protection without buying expensive equipment or making costly alterations.

Stores which use iced vegetable counters are multiplying fast. It pays to patronize them—for the sake of your family's health.

Write for your **FREE** copy of Nature's "Treasury of Health." It will help you plan vitamin-rich meals.

NATIONAL ASSOCIATION OF ICE INDUSTRIES
1706 L Street, N. W., Washington 6, D. C.

**FOR BETTER LIVING USE
PURE, CRYSTAL-CLEAR ICE IN YOUR HOME**



**BE SURE TO SEE THE NEW
POSTWAR ICE REFRIGERATORS**
The modern air-conditioned ice refrigerator gives all foods complete, scientific protection. Investigate its many advantages.



**HAVE YOU SEEN THE HANDY,
INEXPENSIVE ICE CHESTS?**
Mighty fine for relieving crowded refrigerators, keeping extra ice, cooling bottles. Great for parties! Ask your ice company.



THE CRAVE FOR CANDY... is a call for energy.

Amorino Italian Candy

Amorino World Energy

Fishing or farming
Summer or winter,
Old or young,
don't be surprised when you get
that "crave for candy."

After exercise or activity,
your body is just telling you
what the nutrition experts have
written books about.

*"You have burnt up energy.
It's time for more fuel."*

So when you've temporarily
used up your energy,
eating wholesome, healthful,
delicious candy brings in
more energy—and quik!

Remember, there's "Can Do"
in *every* form of candy—
bar, box or bagful
... enjoy it!

© 1940 NCA



THERE'S 'CAN DO' IN CANDY



AMORINO CANDY CO. INC. 1000 N. 10TH ST. CHICAGO, ILL. 60610
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FOR THE HAPPY ENDING, HAROLD NICHOLAS AS LITTLE AUGIE, THE JOCKEY, WINS A RACE AND JUMPS OVER A FENCE INTO THE ARMS OF HIS ST. LOUIS WOMAN

"ST. LOUIS WOMAN"

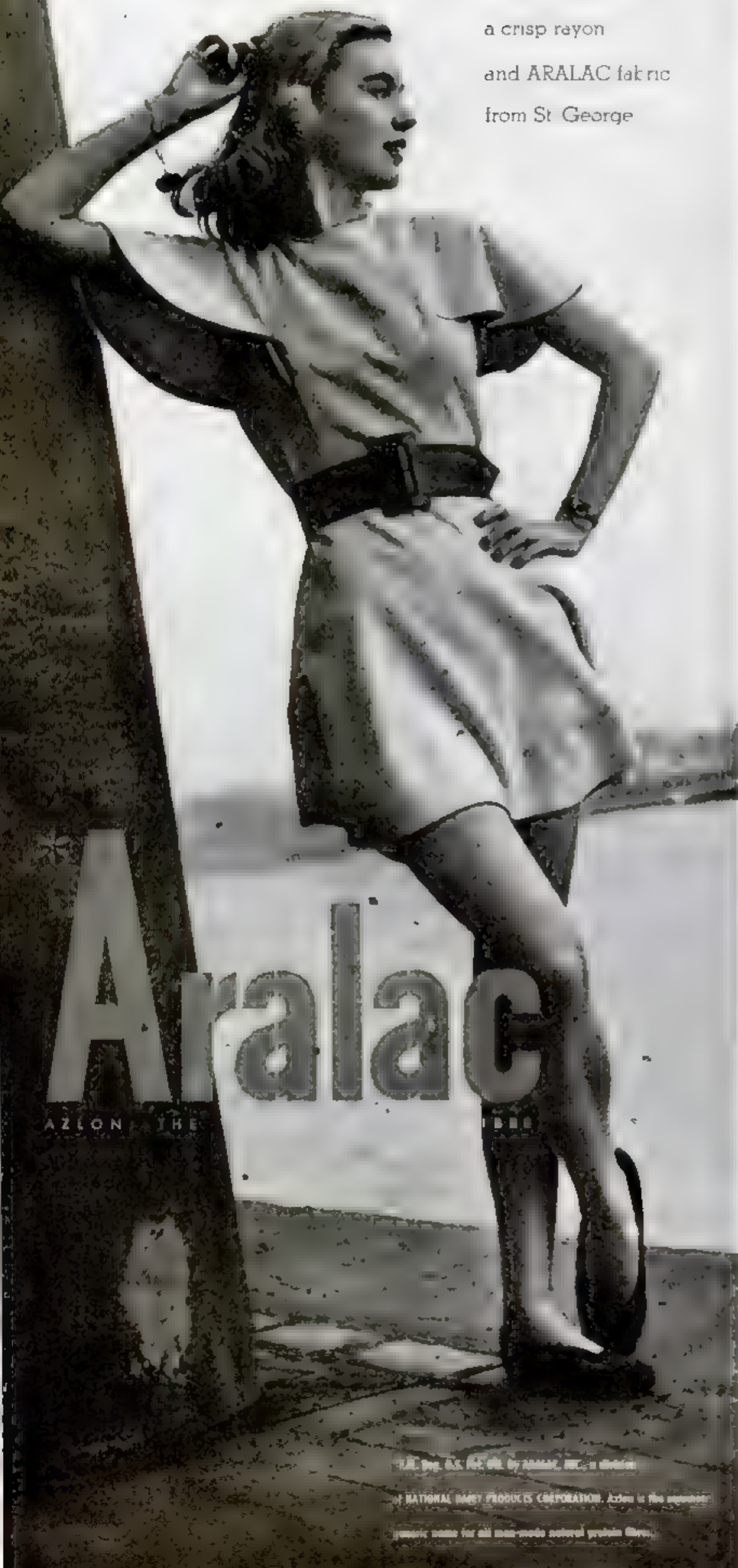
A racy Negro musical-comedy hit
is a very long time being born

A musical comedy's period of gestation is often longer than an elephant's. The plot for *St. Louis Woman*, Broadway's newest musical-comedy hit, appeared in 1931 in a novel, *God Sends Sunday*, by Arna Bontemps, a Negro poet. A few years later another Negro poet, Countee Cullen, who died last January, helped Bontemps turn his book into a play which was never produced. Then Edward Gross, a movie producer, had a hunch the play would make a good musical and enlisted the talents of two top

songwriters, Harold Arlen and Johnny Mercer. At last, after the original version was redirected on tour by Reuben Mamoulian, the show was born.

Its Negro cast enacts the story of Della (Ruby Hill), mistress of a St. Louis saloonkeeper, who transfers her love to a cocky little jockey. The lumping plot of *St. Louis Woman* is offset by its high-stepping performances. Its place in stage history is assured by Pearl Bailey (*next page*), the best Negro singer of show tunes since Ethel Waters.

It's called
 "Skimp" . . . and
 it's the new
 Caroline Schnurer
 playsuit with
 brief cape sleeves
 Made of Bangora,
 a crisp rayon
 and ARALAC fabric
 from St. George



"St. Louis Woman" CONTINUED



PEARL BAILEY, 23-year-old nightclub star, makes her first big hit as molasses-smooth singer of Johnny Mercer's lyrics to *Legalize My Name* (below).

PEARL BAILEY'S SONG HIT IS "LEGALIZE MY NAME"

*Will I - Won't I - Do I - Don't I?
 All you wanna do is bill and coo
 But you're empty-handed when the bill is due,
 If you really love me and you love me true,
 LEGALIZE MY NAME.
 Will I kiss you ain't the issue,
 You've been sayin' ever since we met
 That you want a sample of the way I pet,
 You've had all the samples that you're gonna get
 LEGALIZE MY NAME.
 'Fore we ever can dwell out of one valise
 You must learn to spell Justice of the Peace . . .
 Love words, sweet talk, you and me talk
 You say just a glimpse of my allure
 Is a glimpse of paradise I may be sure.
 Brother, if you wanna take the dollar tour . . .
 LEGALIZE MY NAME.*

© 1946 BY A-M MUSIC CORP., NEW YORK CITY
 CRAWFORD MUSIC CORPORATION, SOLE SELLING AGENT



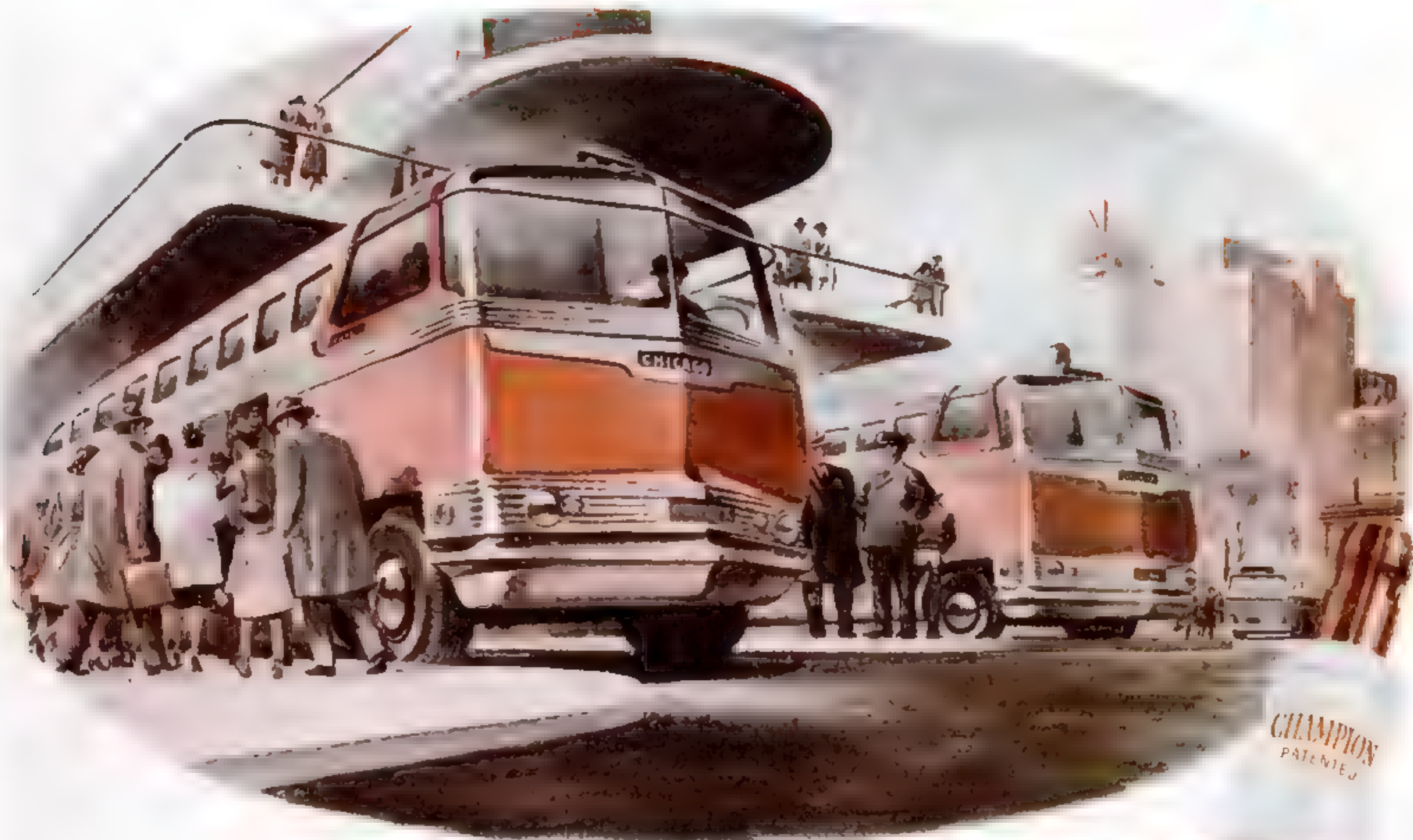
CAKEWALK NUMBER stops the show when deadpan Enid Williams reveals her spangled stockings, looking as if she were bored by the whole thing.

U.S. Pat. & Off. by ARALAC, INC., a division

of NATIONAL BAKING PRODUCTS CORPORATION. Aralac is the registered

trademark name for all man-made natural protein fibers.

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The bus lines of America are indispensable to our transportation system. They are experts on maintenance of equipment because efficiency and economy are absolute essentials to success in their business—no factor is too small to escape detailed study. That is why most bus lines with the best maintenance records specify dependable Champion Spark Plugs. This is another example of preference for Champions by experts—substantial evidence that they're better for your car. Champion Spark Plug Company, Toledo 1, Ohio.



FOLLOW THE EXPERTS . . . DEMAND DEPENDABLE CHAMPIONS FOR YOUR CAR



PORTRAIT BY KAREN OTTAWA

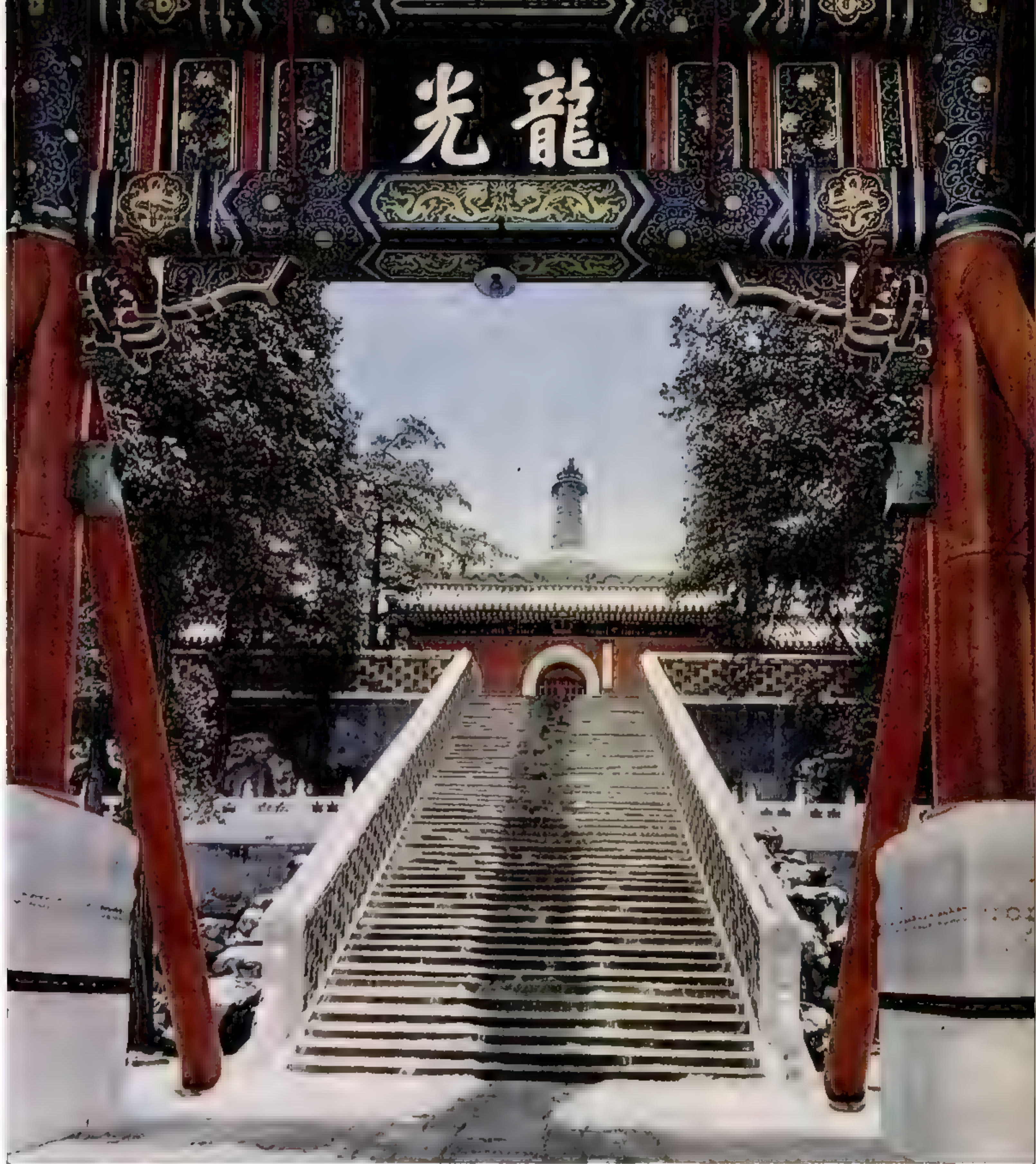
Arthur Fiedler

will delight you as he conducts the Boston "Pops" Orchestra in a rollicking album of six "Strauss Polkas."

Three Red Seal Records in Album
M-1049. \$3.00, exclusive of taxes.



THE WORLD'S GREATEST ARTISTS ARE ON RCA VICTOR RECORDS  



ARCH ON IMPERIAL PLEASURE ISLAND NEAR PEIPING LEADS TO FAMOUS WHITE PAGODA, WHOSE TOWER IS SEEN IN BACKGROUND

PEIPING

CHINA'S ANCIENT CAPITAL IS RICH IN ART TREASURE

PHOTOGRAPHS FOR LIFE BY DMITRI KESSEL

The ancient monuments of a great culture stand easily on China's old capital of Peiping. Its timeless treasures, which have made it a city of unique and delightful beauty, suffered little from the Japanese. In these 12 pages of color photographs, some of places and objects rich in history and interest to photographers, LIFE shows the majestic grace of Peiping, whose richness of art and architecture astounds westerners today as the jeweled city of Kublai Khan astounded Marco Polo when he came upon an earlier Peiping seven centuries ago.

Peiping is actually five walled cities: the North or Tartar City, the South or Chinese City and, contained within the Tartar City, the Legation Quarter, the Imperial City and the walled and moated Purple Forbidden City. In the Forbidden City and in parks just outside Peiping, the Ming emperors, who ruled from 1368 to 1644, and the Manchus (1644-1912) built many of their loveliest palaces and temples. In 1928, when Nanking became China's capital, the name Peking (Northern Capital) was changed to Peiping (Northern Peace).

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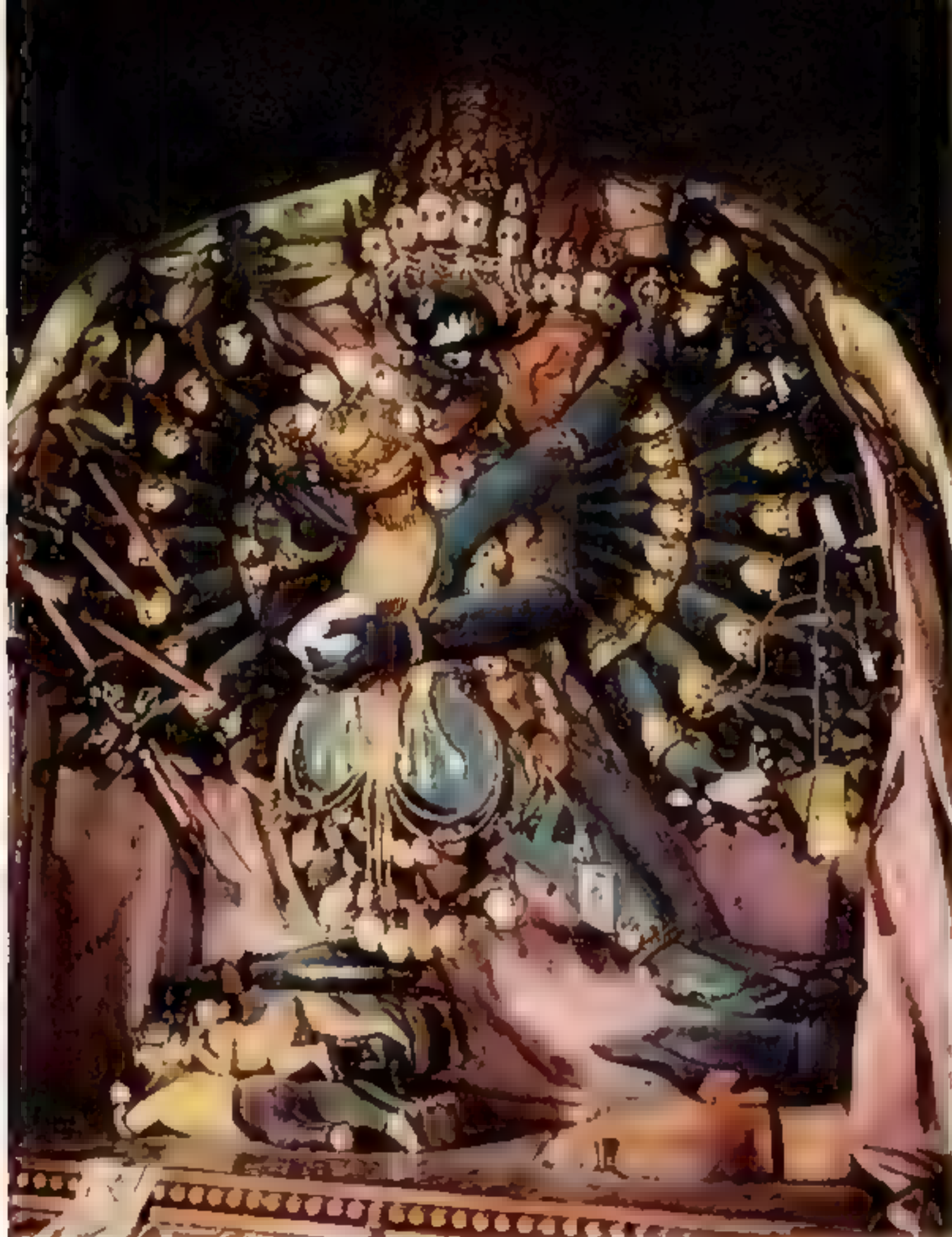


"JADE BUDDHA," ACTUALLY MADE OF TIBETAN ALABASTER, SITS IN THE "CIRCULAR CITY" AND WEARS ITS FAMED SERENE SMILE

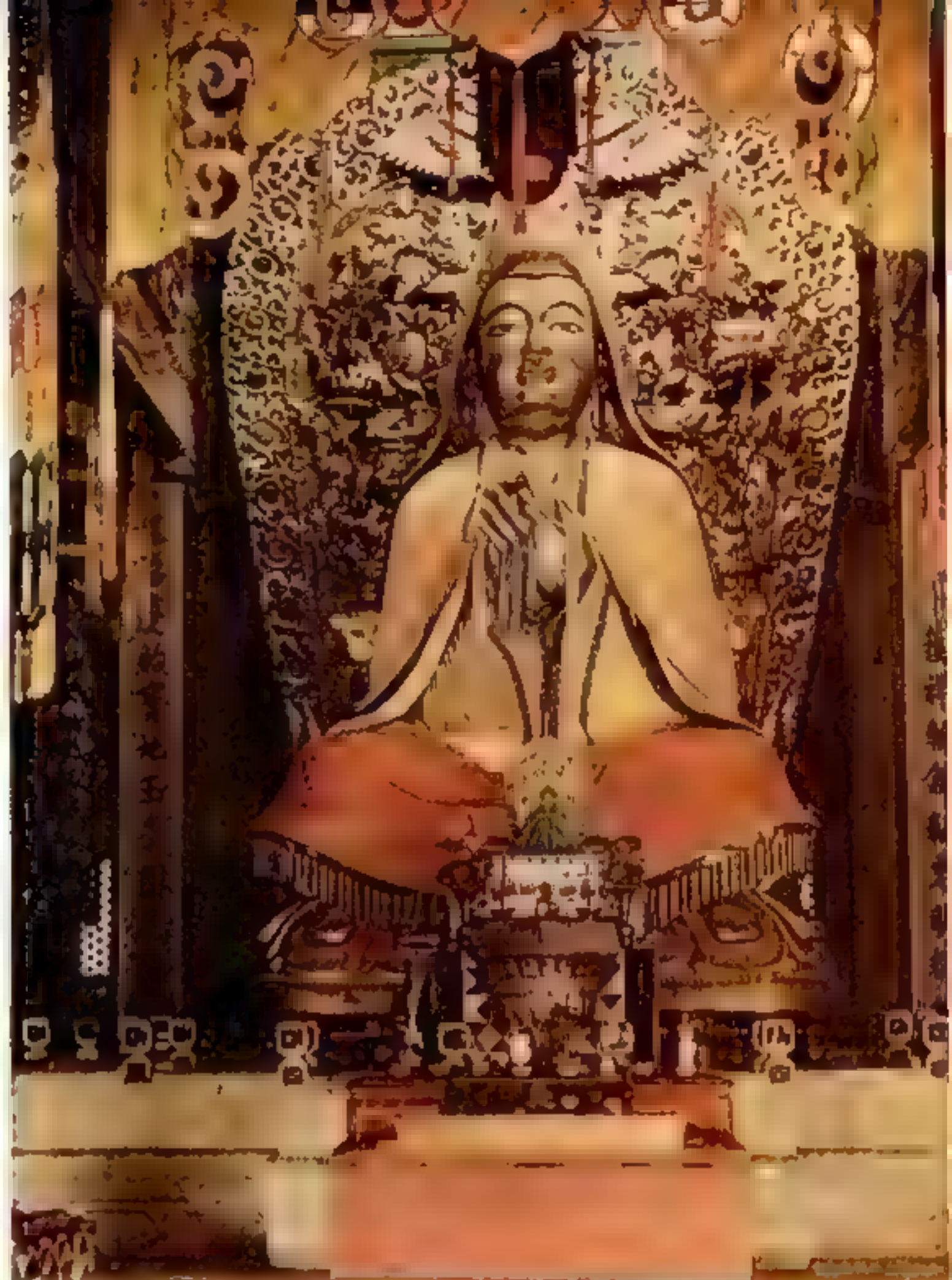
THE ART REFLECTS CHINA'S RELIGION AND PHILOSOPHY

Peiping's great art works reflect the peculiarly Chinese fusion of religious, cultural and imperial life. Since the emperors lived in Peiping, the city's religion and culture were imperial. The Buddhist emphasis on serenity and tolerance and the Confucian respect for learning which are so characteristic of China bore their finest fruit in Peiping, where even the emperors prided themselves on

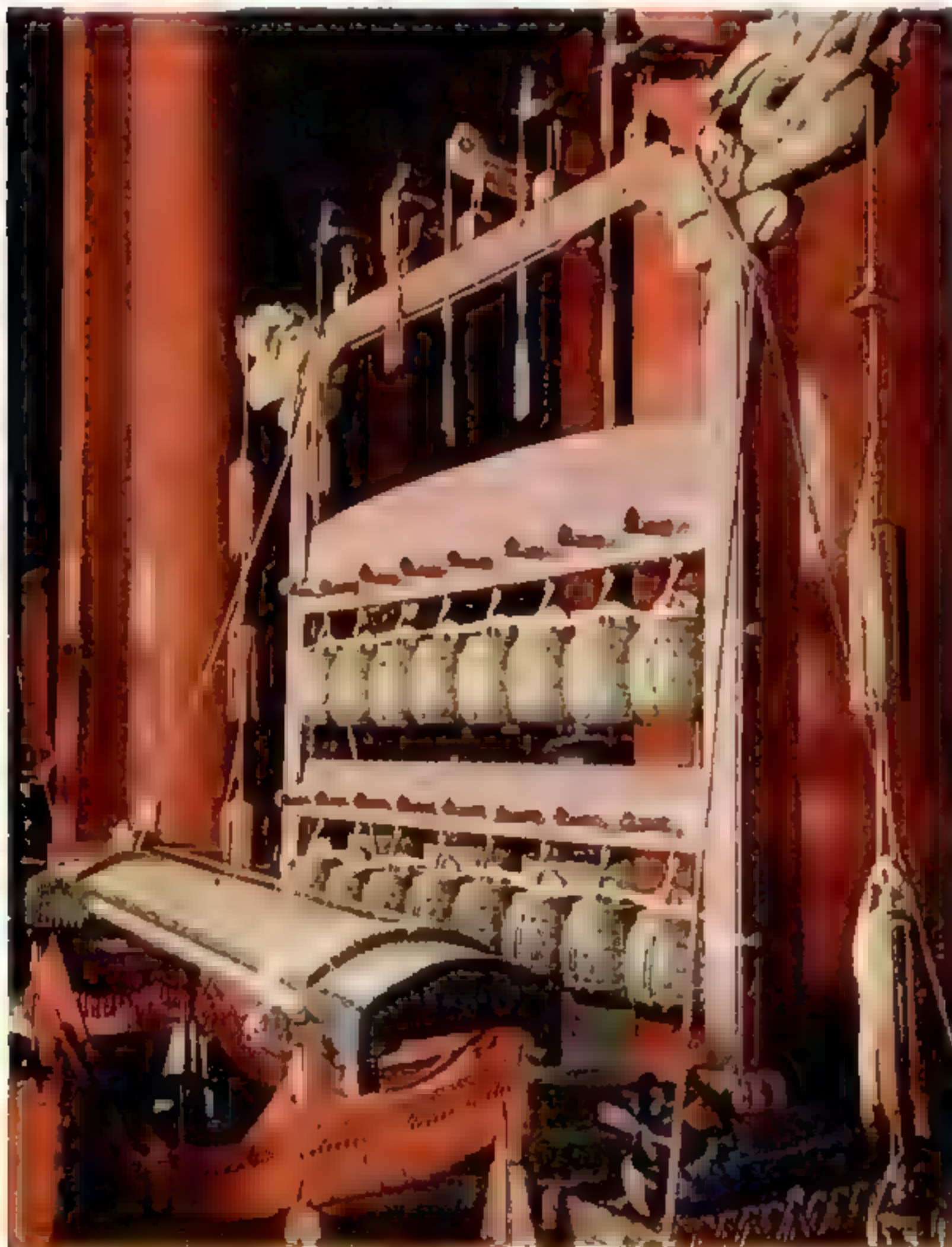
their intellectual achievements. China's most eminent philosophers and scholars flocked there. The New Thought Movement which led China's renaissance has always been associated with Peiping National University. Today Peiping is still China's intellectual center, numbering among its many colleges two sponsored by Americans, Yenching University and Peiping Union Medical College.



JOYFUL BUDDHAS This is a typical Buddhist painting of a Buddha surrounded by garlands and flowers. Located in the Yungkuo Temple, Peking.



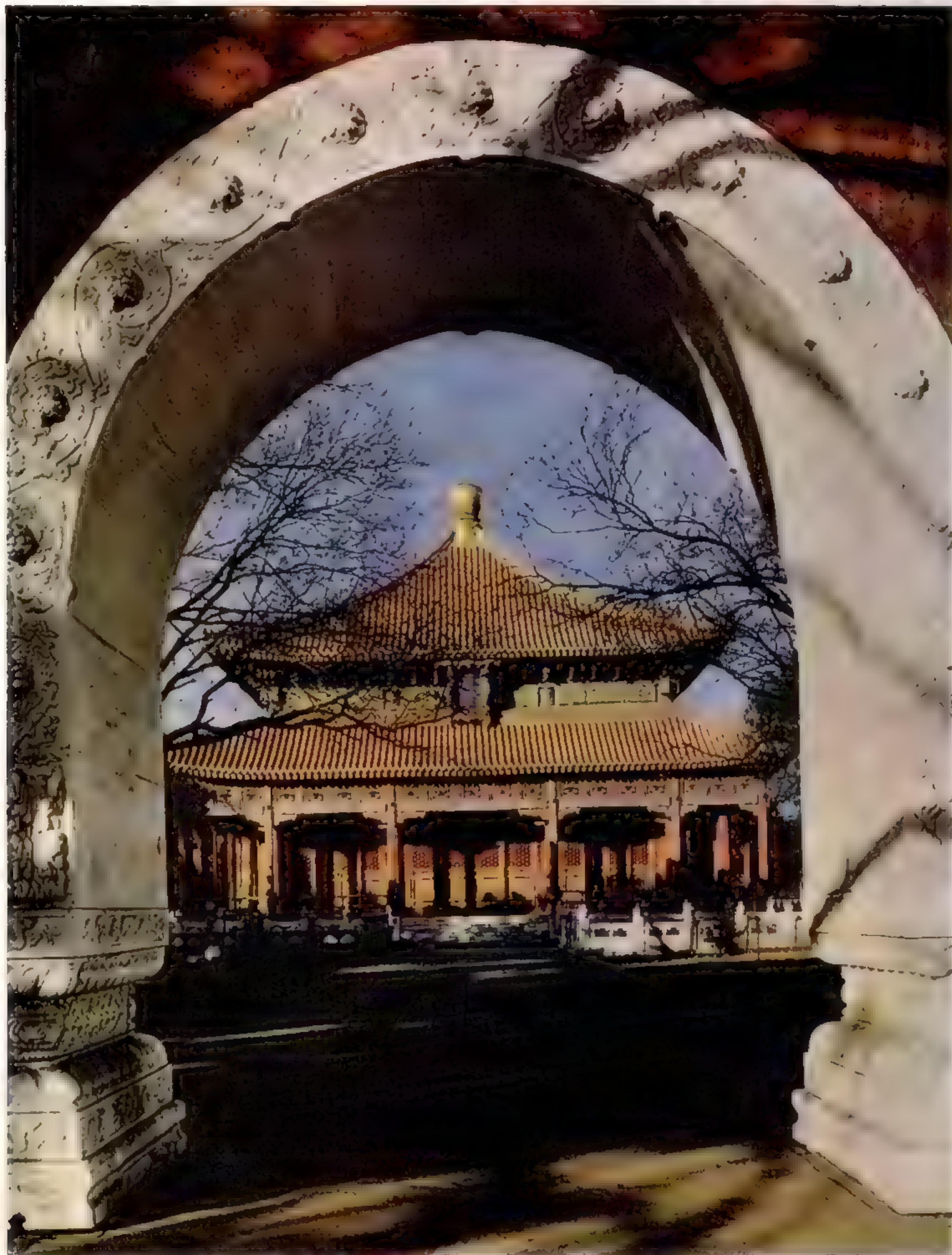
MORE PIOUS FIGURE This Buddha is a typical of China temples which were originally placed in the center of the temple.



MUSICAL INSTRUMENTS These are typical of the Buddhist instruments hanging on frame in the Temple of the Great Buddha, Peking.



DRAGON THRONE This is a typical of the Buddhist throne, which is elaborately carved and is a symbol of the Buddha's power.



HALL OF CLASSICS is entered through triple archway of yellow porcelaine. It was originally a private school during Mongol times and was afterward enlarged and

converted into an university by Emperor Yongli (1646-1661). There is a central square throne where all emperors lectured to scholars who assembled on the

THE CITY'S ARCHITECTURE IS CLASSICAL AND DELICATE

The Chinese strive for spiritual values in every curve of a building, but they do not differentiate in their classical architecture between religious and secular buildings. Palaces, temples, shrines in memory of famous scholars and tombs are all built according to similar principles. They are always arranged within walls and in close compounds. The Arch of Heaven, for example, of which the two temples on this page are parts, consists of several separate buildings. The principal buildings in a compound such as this are always arranged in a row, with their façades, doors and gates always facing south. The secondary buildings are at the sides of the courtyard. When the Chinese enlarged their architectural composition, they always did so by adding more courtyards to a compound, never adding to the height of a building. Some of Peiping's palaces and monasteries contain more than 20 courtyards. The Chinese decorated their buildings and courtyards—as shown on the following pages—with lavish carvings and elaborate sculpture. They embellished their parks and temples with many-tiered pagodas of great delicacy.



IN THE ALTAR OF HEAVEN (T'ien Tan) is the triple-roofed Hall of Prayer for Crops where prayers and sacrifices were offered in spring in hope of plentiful harvest.



THROUGH STONE GATE in the South City of Peiping facing north from famous Altar of Heaven is the Temple of the God of the Universe. Under green roof

with its blue dome China's emperors of Ming and Manchu dynasties deposited each year the tablets of the imperial ancestors and prayed before the tablets of heaven.



THE PAGODAS OF PEIPING are fully intact places of worship. This one has 13 stories on top. The Ming Pagoda above was built by a descendant of

the Tibetan Prince Yon Lama, who fled China to join the ruler of Tibet. He built the Ye Lu Pagoda, which was originally built during the Ming Dynasty.



13-STORY PAGODA is one of the most famous in Beijing. The pagoda was built in the 13th century. The pagoda is covered with bronze statues of the



Becky's view. At one time, speech from its cave, there were 400 bells which rang when the wind blew and could sometimes be heard a mile away.



MARBLE PAGODA (foreground) in Jichang Park, once the hunting park of Southern Song Emperor Guang Tsung (1180-1208). In the background, the

Park pagoda built in 1620. When Emperor K'ang Hsi once escaped his pavilion and fled to the mountains for his own safety and on a general search for peace.

CONTINUED ON NEXT PAGE



ANIMALS are used to decorate parts of Chinese sculpture. The crane is one of the eight symbols of good fortune. It is said to live for a long time.



DRAGON SCREEN which is a traditional Chinese screen. The screen is made of wood and is decorated with carvings of dragons and other mythical creatures.



TERRACED COURTYARD and marble steps lead to Hall of Middle Harmony (foreground) and Hall of Protecting Harmony (background). The courtyard is a place where the emperor and his officials would meet.

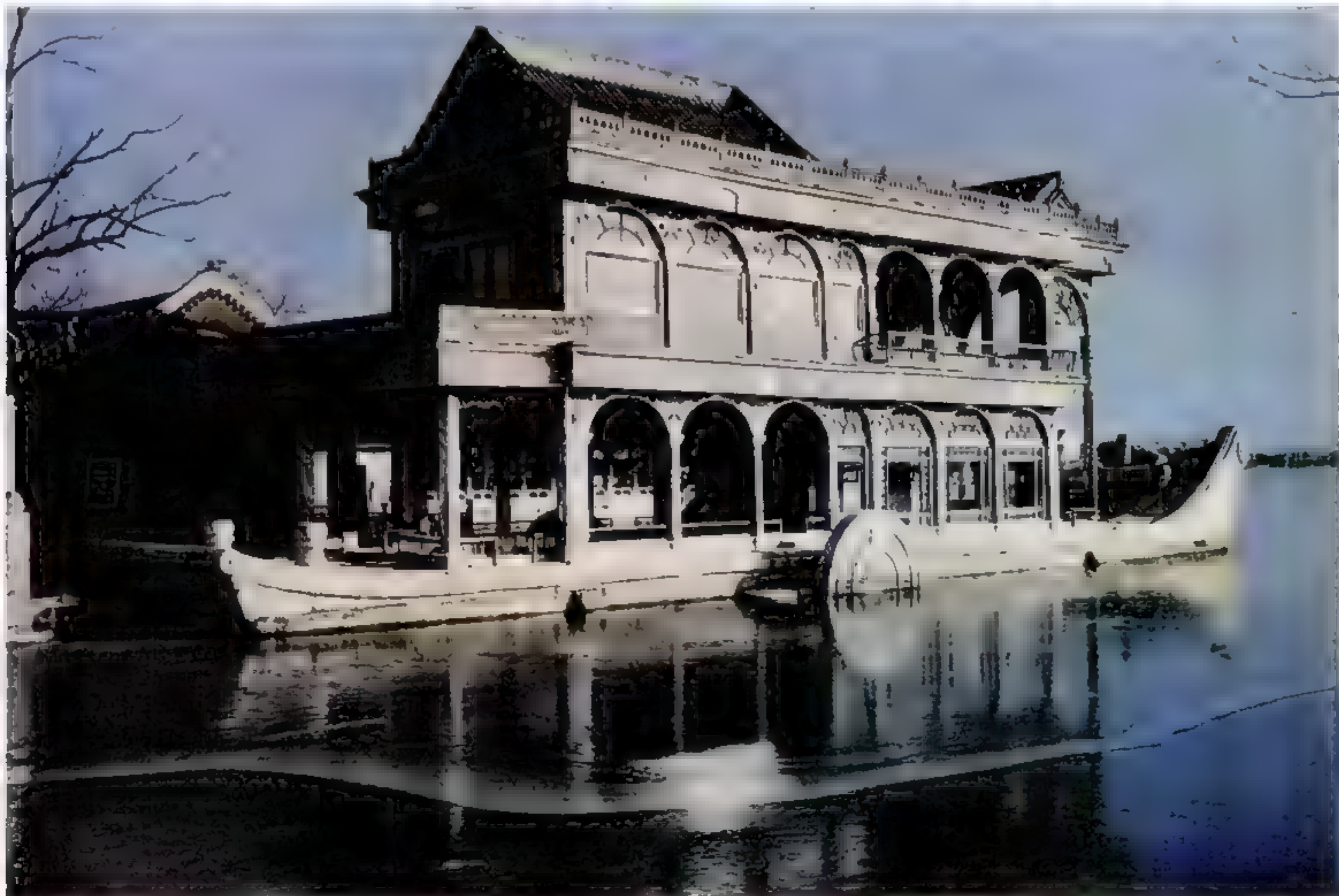
head. In Middle Harmony the emperor prepared messages to be read in the Hall of Protecting Harmony. In Protecting Harmony he received princes and vassals and received foreign ambassadors.



dragons cavorting on green sea waves. The wall on which dragons are carved in bas-relief tile work of many bright colors stands about 20 feet high and 100 feet long.



STONE LION stands guard south of the Gate of Heavenly Peace in Forbidden City. Chinese legend tells of bandit chief who killed lions but found them turned to stone.



MARBLE BOAT, which was built as a summer pavilion for the Manchu Dowager Empress (1835-1908) out of Chinese navy funds, still stands in the lake on the Summer

Palace grounds outside Peking. Dowager Empress had boatlike superstructure built on a huge boulder found in the lake. Name of boat is *Clear Rivers and Quiet Seas Boat*.



COVERED WALK of Summer Palace is 1,170 feet long and traverses the ground between lake and palace buildings. Palace, which is really a park containing many pavilions and pagodas, lies seven miles northwest of Peiping. It is enclosed by a wall four miles around and has 13 gates, only one of which, the East Palace Gate, is in

actual use. The Dowager Empress, Tz'u-Hsi, was very fond of the Summer Palace, especially as she approached her late years, and spent most of her time here, returning to the Forbidden City only for state occasions. She tended the flowers and trees every day, rain or shine, and had picnics and water pageants on the lake



HALL OF PRAYER FOR CROPS, which is the most striking edifice in South City's Altar of Heaven, is relatively modern for Peking. This 90-foot-high building was completely rebuilt after 1889 when the old Hall of Prayer for Crops was struck by lightning and burned down. Its destruction was regarded by Chinese as an evil omen

caused by a centipede who dared to climb to top of the Hall's dome and was struck by a thunderbolt for this sacrilege. The new building was erected on a raised terrace and whose pillars (*tabernacles*) were constructed of Oregon pine imported from America. It took ten years to rebuild and cost over 200,000,000 taels (\$3,000,000).



straight from the horse . . .

and in 7 other distinguished patterns

and 18 color combinations . . . men's foulard robes by Stafford*

out of Celanese* rayon yarn . . . bearing that famous
trademark . . . the Stafford Stallion.

Robes by Stafford await your selection at better men's and department stores.

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Stafford fabrics are woven in the Pennsylvania hills . . .
styled on Fifth Avenue . . . and printed in the little
New England town for which they are named.



JUMPING SPIDER CROUCHES TO SPRING AT A FLY, HAVING SLOWLY CRAWLED INTO STRIKING DISTANCE. IN SOME CASES JUMPING SPIDERS LEAP FOUR INCHES

INSECT BATTLES

Microphotographs show how spiders kill flies and wasps kill spiders

In the world of insects, life is plentiful. Of its estimated 10,000,000 different species, some members can produce 3,000 offspring every year, making men wonder if the insects will not someday take over the world. But insect life is brutal. Freezing and starvation kill billions. Billions more are victims of their own violence and wars. To man, whose comparatively long lifetime enables him to observe a procession of insect generations, a study

of these battles, births and deaths is fascinating. But the study takes patience and time.

Lee Passmore, the naturalist who took the remarkable microphotographs on these pages, sometimes spends more than 30 days photographing one short sequence of insect life. During these periods Passmore sets an alarm clock to wake him every 15 or 20 minutes, cat-naps between shots. Here are three of his studies of battle and birth.



SPIDER STRIKES with a lightninglike spring onto the fly's back. Photographer Passmore made this picture after many unsuccessful attempts to catch the move.



SPIDER KILLS the fly by holding it with front legs and sinking two poison fangs into body. Spider will now apply mouth to wounds, squeeze fly, drink the body fluids.



*There is
Only One*

Bill Tilden

The outstanding tennis player of all time — "Big Bill" stands alone as the world's only undefeated champ six successive times; he held the National Singles title 7 times from 1920 to 1929. At 52, the one and only "Big Bill" still beats many of the younger ranking players today.

*There is Only One
Jockey*

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*Jockey
Shorts*

Unequaled for masculine support comfort—Jockey is internationally famous as the underwear that ended "Squirming." Only Jockey brand has the patented Y-Front construction—scientifically perfected for correct, natural support. Only Jockey has the "friendly" pouch structurally cradled for gentle bracing, buoyant uplift. Jockey's extra all-round comfort features... its convenient No-Gap opening... its trim pouch... its smooth seams properly placed for complete freedom of action without chafing or binding... and its soft fabric knitted to flex freely as you bend are found in all lengths, longs or shorts—but only in the garment bearing the label—JOCKEY. What a difference it makes in the way you feel when you wear Jockey. Keep trying to get Jockey. We hope that retail stocks will soon increase sufficiently to make shopping less difficult.

THERE'S ONLY ONE JOCKEY

It's a Brand... It's a Trade Mark... It's Made By

Coopers INC.
KENOSHA WISCONSIN

Jockey Underwear

Licenses for Canada, Moodies; for British Isles, Lyle & Scott; for Australia, Speedo Knitting Mill; for New Zealand, Lane-Walker-Radkin; for Switzerland, Vollmoeller



Insect Battles CONTINUED



TARANTULA AND WASP face each other in a fight to the death. Though each can kill the other, the little peeps wasp (right), also called the tarantula



WASP ATTACKS before the tarantula can escape. With a quick jab of its needlelike stinger it injects a powerful poison which paralyzes the tarantula



hawk, seeks out these deadly spiders from the air, swoops down, corners them and attacks fearlessly. Both live in the warmer regions of the southwest U. S.



WASP DRAGS tarantula off to bury it in burrow. Wasp will now lay one egg on the spider. When the egg hatches the larva will eat all of the spider's flesh

CONTINUED ON NEXT PAGE

"No scolding now when we track up the floors!"



Tavern Non-Rub Wax saves work—and the lustre lasts longer! Socony-Vacuum puts a very special ingredient in its Tavern Non-Rub Floor Wax and its buffing waxes. It's the highest grade Carnauba wax—an extra hard, durable wax from the Brazilian palm tree. It helps make the lustre last longer on Tavern-waxed floors—gives a tough surface that sheds dirt—wears better, cleans easier . . . resists even water spots!

Just smooth Tavern Non-Rub Wax over linoleum, wood, rubber or asphalt tile floors. It dries to a lustrous finish in 20 minutes!

Tavern Paste and Liquid buffing waxes clean as they polish . . . bring out the beauty of wood floors . . . protect woodwork, windowsills, painted surfaces.



3 KINDS OF WAX



NON-RUB PASTE LIQUID

Try these other Tavern Housekeeping Aids

Tavern Furniture Gloss
Tavern Paint Cleaner
Tavern Rug Cleaner
Tavern Parowax or Parascal Wax
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Tavern Leather Preserver



Typical symbol of hospitality—Mermaid Tavern, Rye, England

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NOR-EAST NON-CRUSH TIES

IN COLORS INSPIRED BY AMERICA'S RIVERS

Delaware Green



Delaware Green has spring-time *spirit*—goes smartly with your brown or gray spring suits. See Delaware Green—at better stores everywhere—in Wembley Nor-East Non-Crush Ties, first-choice favorite of American men. Available also in Murrytown Ties, styled by Wembley—a trustworthy name in men's wear

Quality—
FAR BEYOND THE PRICE

\$1

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Insect Battles CONTINUED

MALE GIANT WATER BUG HATCHES EGGS



FEMALE GIANT WATER BUG lies placidly in the water. These bugs inhabit quiet waters in shallow streams and ponds, eat other aquatic insects.



MALE GIANT WATER BUG holds 109 freshly laid eggs on back. They were placed there by female. He will protect them during incubation period.



EGGS HATCH on the male bug's back and the nymphs start to emerge. In a few minutes nymphs will start capturing and killing other smaller insects.



"That tenderfoot certainly is wise about *some* things"

MAYBE he doesn't know a stirrup from a saddle ...but judging from that glorious Calvert highball, he sure knows his whiskey!

Make no mistake, Calvert is very definitely *the*

real thing in whiskey. Fact is, we've blended more fine whiskey in our time than any other distiller in America...and that magnificent Calvert blend has *yet* to be matched!

Moral (and this is right from the horse's mouth): It's just plain horse-sense to make sure *your* next highball is made with Calvert.

... .. **It's the real thing!**

Clear Heads Choose **Calvert**



Calvert Distillers Corporation, New York City. BLENDED WHISKEY 86.8 Proof. Calvert "Reserve"—65% Grain Neutral Spirits... Calvert "Special"—72½% Grain Neutral Spirits



Your "Year Ahead" Gas Range . . . full 40" wide . . . it's big . . . beautiful . . . crowded to capacity with new performance features. New "Thermagic" oven . . . oversize, with all rounded corners . . . new "Flame Ray" broiler . . . heat

scientifically applied for tender, juicy results . . . extra storage space in cushioned compartments that roll on ball bearings . . . "Uniflow" one-piece top . . . rounded corners; no crevices; easy to clean. Made in five beautiful models.

KALAMAZOO'S



New Automatic Electric Range . . . "Save-Way" control adds free hours . . . keeps a thrifty eye on the meter . . . quick heating rod-type units . . . 7 speeds from simmer to high. "Econo-miser" well-cooker. Oversize oven with 2 heat units for quick pre-heating. "Uniflow" top. Ball bearing storage drawers. Big warming compartment. Three models.



New Super-Steel Furnace . . . completely automatic winter air conditioning system . . . compactly designed . . . "Submerged" welding, a war-proved process makes leak-proof joints stronger than the metal itself . . . does away with trou-

blesome old puttied joints. Steel is 'Tritanium' . . . finest furnace steel developed for strength, long life. Clean, comfortable, trouble-free June-air warmth all winter long. Precision engineered to fit your home at a mass production price.



"Cold-Keeper" Electric Refrigerator . . . keeps food . . . keeps down costs. Insulated with extra thick mineral wool . . . interior capacity 7.88 cu. ft. . . selective controls, "quick", "medium", "defrost" . . . 56 ice cube capacity . . . non-rusting shelves, vegetable crisper. Powered by silent, sealed, trouble free mechanism. Big, beautiful, efficient.

Big News

**NEW LUXURY GAS RANGE...FULL 40 INCHES WIDE
...OVERSIZE OVEN...AT A PRICE THAT SETS THE PACE IN VALUE**



Super-Steel Round Furnace . . . made of "Torrident" special furnace steel . . . joints welded by "submerged" process . . . expert-installed to fit your house and purse.



New Combination Range . . . burns manufactured, natural or bottled gas, plus coal, wood, coke or oil . . . 2 ranges in one . . . good looking, good cooking. Three models.



New Coal and Wood Range . . . quality, beauty, value . . . with famous "oven that floats in flame" . . . something entirely new in an oven improvement. Three models.



New DeLuxe Washing Machine . . . porcelain enameled, aluminum agitator . . . gentle, positive action . . . balloon rollers. Safety release . . . 8 wringer positions . . . oiled for life.

**A year ahead
1947 models
Now!**



Exciting features . . . wonder improvements that set the stage in a wonder age . . . that's what the Kalamazoo gas range offers you. Here's *real* news . . . not a revamped review, but a preview of things new, through and through.

There's the new, full, 18 inch "Thermagic" oven . . . "Flame Ray" tenderizing broiler . . . one-piece "Uniflow" top.

You're years ahead with Kalamazoo in beauty, design, workmanship and value . . . that's the best news of all. How does Kalamazoo do it? . . . By

employing notable American designers and engineers . . . Investing 2½ million dollars in new plants, new tools, dies and jigs . . . Streamlining the entire production line and creating a nation-wide distribution program.

Result—the greatest group of range and furnace values in 46 years of Kalamazoo history. Also refrigerators and washing machines. See them soon at your nearest Kalamazoo dealer or leading department store. Write for information on dealer franchise.

KALAMAZOO STOVE & FURNACE COMPANY
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**HOME APPLIANCES
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QUALITY LEADERS SINCE 1901



Fair Morning

To wake up gorgeously rested and refreshed, lay you down to sleep between a pair of heavenly Pacific sheets! They're superbly soft and smooth and fine-textured against your skin. Pacific sheets are made the balanced way: they bring you the *most* comfort and the *longest* service for the *least* cost. Look for them at good stores everywhere.

PACIFIC PERCALE - PACIFIC EXTRA STRENGTH MUSLIN - PACIFIC TRUTH MUSLIN

Made by the makers of Pacific Factag Fabrics—Cottons and Rayons

Pacific Mills, 214 Church Street, New York 13

BALANCED
PACIFIC
SHEETS



DRESSED IN WHITE, BILLOWING, GARDEN-PARTY DRESSES, JUDSON COLLEGE SENIORS ATTEND ANNUAL SILVER TEA AT HOME OF PRESIDENT AND MRS. RIDGLE

SCHOOL FOR GENTLEWOMEN

Judson College in Alabama teaches its girls how to comport themselves like ladies of the old South

Of the 304 girls who go to Judson College in Marion, Ala., more than 80% if statistics hold, will be married four years after their graduation. Judson's aim is to produce women who will make good wives and can preside over genteel Southern households. Alumnae who do not wed at least have the satisfaction of knowing they received all the care and training a Southern lady needs.

Judson College, which was founded 108 years ago by an itinerant Yankee teacher, is one of the oldest women's colleges in the U.S. Owned and

operated by the Southern Baptist Church, its students live under strict Baptist rule. Most girls do not smoke. Mixed dancing is forbidden within the school grounds. All girls must wear dresses and stockings when they go off the campus.

Judson girls take a four-year liberal arts course which leans toward music, fine arts, painting. A course in social graces teaches the girls how to conduct themselves like "gentlewomen of the old South." They learn to walk, sit, talk and breathe correctly, how to conduct themselves at the din-

ner table (*see next page*). They put their learning to practical use every Saturday evening when they put on their evening gowns and hold a formal dinner and reception for themselves. A few times a year the girls are invited by a nearby military institute to a well-chaperoned dance.

Judson girls try hard to live up to the reputation of previous graduates who, said a former Judson president, "have often been recognized at hotels and watering places by their sensible conversation, quiet manners and ladylike deportment."



GIRLS MAIL LETTERS by tossing them down stair well of Jewett Hall, the school's main dormitory, before they go to bed. Mail is picked up by the school's night watch-

man. Judson girls come mostly from Alabama but there are students from 16 other states and two foreign countries. Many of these girls' mothers are graduates of Judson



HOW TO EAT is part of instruction. Martha Miles eats soup by spooning it away.



LADYLIKE CUTTING of food requires firm but dainty grip on utensils.



POSITION OF KNIFE when not in use is on edge of plate with blade turned in.



AFTER COURSE knife and fork should be placed across plate while left hand is in lap

Spring Song
by

SunBird

Louis Philippe's new lipstick

You'll fall head over heart for Sunbird
... Louis Philippe's new high-flying red ... in a
golden-colored metal
case of jeweler
design.
Keyed for
color
to

the song
in your heart this
happy Spring ... wear it
with Sunbird rouge to match.
Creme or cake ... what
matter so long as it's Louis
Philippe! Lipstick \$1.
Rouge 49¢, plus tax.



**PARK & TILFORD
RESERVE**

*— the finest-tasting
Whiskey of its
type in America!*

P&T
100 YEARS
OF QUALITY

P&T
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FOUNDED **P&T** IN 1840

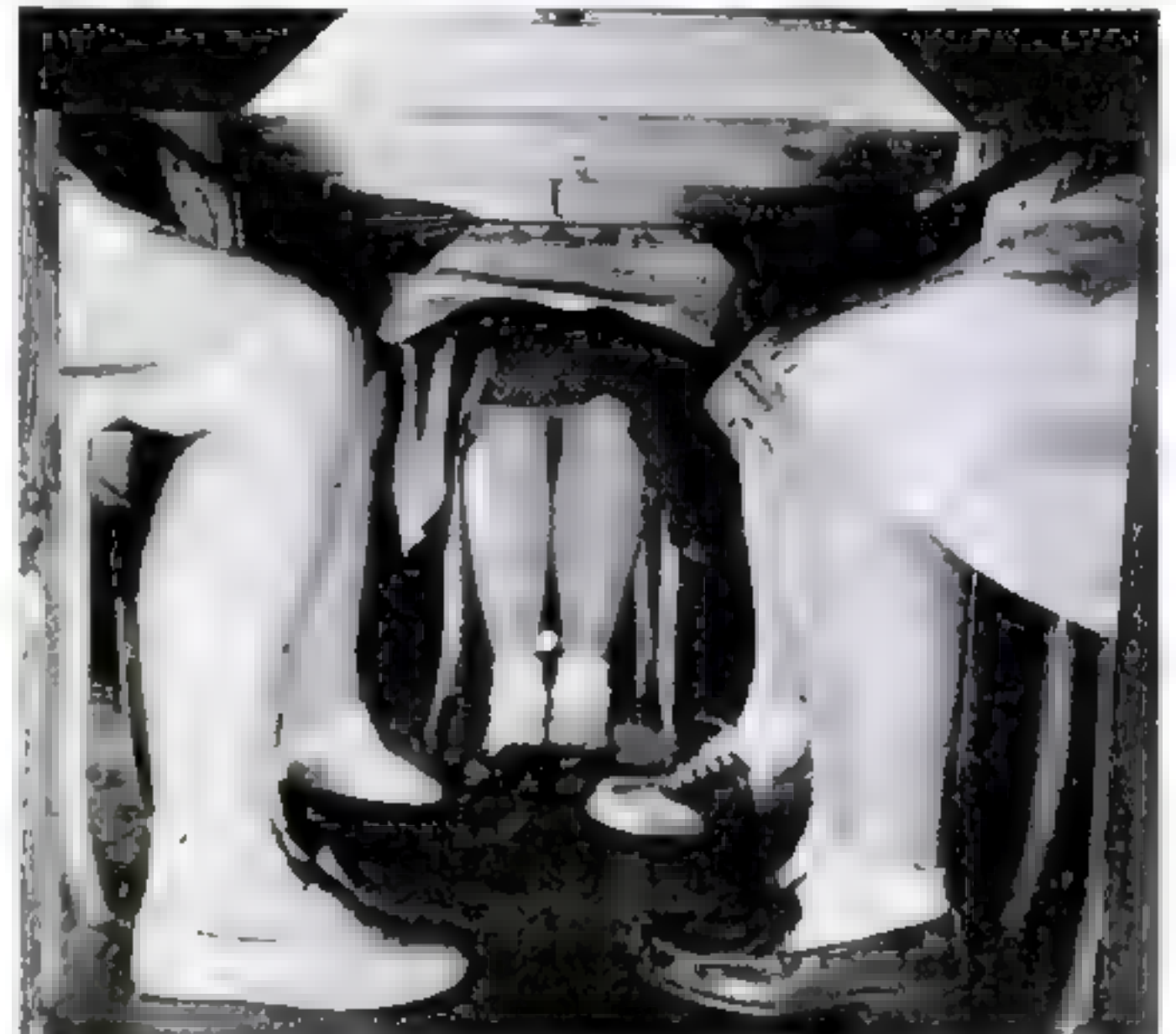
"The Blend of Experience"
— backed by
over 100 Years
of knowing how!

PARK & TILFORD DISTILLERS, INC., NEW YORK, N. Y. • 70% GRAIN NEUTRAL SPIRITS • 86.6 PROOF

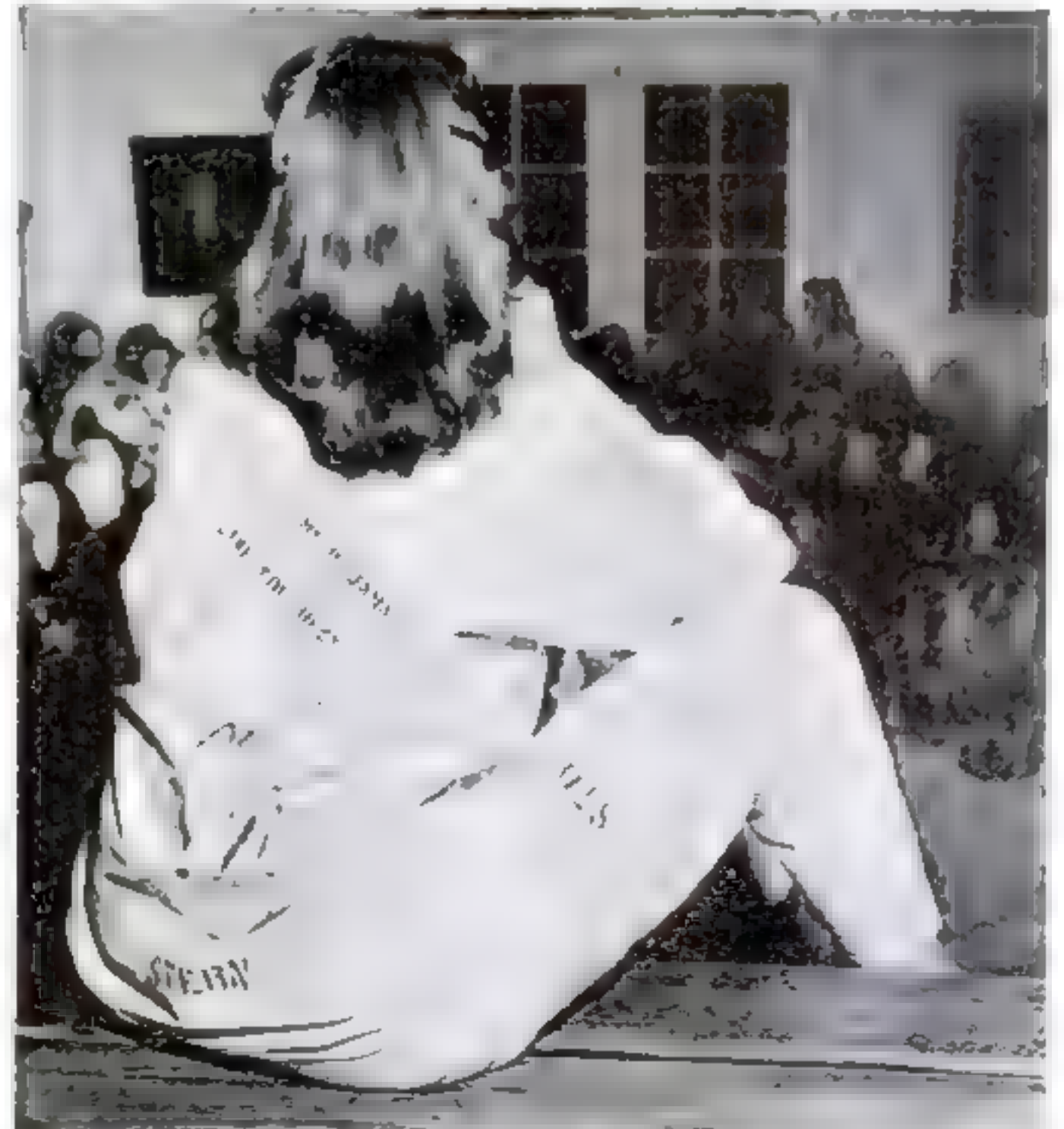
School for Gentlewomen CONTINUED



POSTURE CLASS demonstrates proper (left) and incorrect stances: tense carriage, "turtle-head," "head-and-shoulder droop," "out-of-gear chassis."



AT TABLE the feet must be placed firmly on the floor and never crossed. Girls keep spines erect with the ears, shoulders and hips in a straight line.



AT PAJAMA PARTY girls wear night clothes whose homemade slogans indicate a kidding departure from the staid traditions of Southern gentility.

All your Dreams come True



All the happiness two hearts can hold . . . all the glory of your love . . . captured forever in the eternal flame of your Genuine Registered Keepsake Diamond Ring, the traditional symbol of your engagement. Only one diamond in hundreds meets the high standards of color, cut and clarity which Keepsake has maintained through six decades. You can select any Keepsake with confidence. True quality and value are assured by the name "Keepsake" in the ring . . . the nationally established price on the tag . . . and the Keepsake Certificate of Permanent Registration and Guarantee. At your Keepsake Jeweler's . . . \$100 to \$3500.

GENUINE REGISTERED Keepsake DIAMOND RINGS

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HOLLISTER Set* Engagement Ring 900.00 Also \$450	LOWELL Set* Engagement Ring 300.00 Also \$350	CAMELIA Set* Engagement Ring 450.00 350.00	REGINA Set* Engagement Ring 350.00 Also \$450	MEDFORD Set* Engagement Ring 600.00 500.00	WELLESLEY Set* Engagement Ring 550.00 Also \$600 and 750
					
				ORLEANS Set* Engagement Ring 425.00 300.00	ASTORIA Set* Engagement Ring 200.00 150.00



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Please send the useful 70 page book "The Etiquette of the Engagement and Wedding with 1000s of pieces of Keepsake Rings and the name of the nearest Keepsake Jeweler." I include 10c to cover mailing.



Name _____
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33 FINE BREWS BLENDED INTO ONE GREAT BEER

Order it with Confidence

...Serve it with Pride



"IT'S BLENDED... IT'S SPLENDID!"
***Pabst* Blue Ribbon**

Copy 1948, Pabst Brewing Company, Milwaukee, Wisconsin.

TUNE IN THE  DANNY KAYE SHOW EVERY FRIDAY, 10 00 P. M., EST, CBS, COAST TO COAST



IN SEVERE SNOWSTORM WHICH MADE ORDINARY LANDING IMPOSSIBLE, AN AERONCA PLANE COMES IN SAFELY, GUIDED BY RADIO FROM GROUND RADAR STATION

RADAR BLIND LANDINGS

Civil Aeronautics Authority is testing system which "talks" planes down to safe landing in any weather

The promise of radar as an aid to airplane blind landings is getting its most important test. The U.S. Civil Aeronautics Authority is trying out a radar blind-landing system called G.C.A. (Ground Controlled Approach).

Developed by Massachusetts Institute of Technology, G. C. A. was used with great success by the air forces during the war to land planes in bad weather. From a trailer stationed at an airfield, G. C. A. radar sends out a rotating search beam

which locates all aircraft within 30 miles in any weather. When a plane comes within range, an operator in the trailer sees it on a radarscope and begins "talking" it down, directing it toward the field by voice radio (see pp. 94-95).

Two additional radars come into use when the plane gets within ten miles of the airport. One set plots elevation and rate of descent; the other, direction and distance. What the operator sees on these is a greatly expanded segment of the radar

picture on which he can detect the slightest deviation from the prescribed glide path. Precise corrections are broadcast to the blind flier, "steering" him to a landing.

G. C. A.'s future seems assured as an aid to planes which are unable to carry heavy, complex instruments. In commercial airline operations, it will at least have auxiliary uses in landing and traffic control. But all this must wait until sets are simplified over the present five-man \$100,000 installation.



MOBILE RADAR UNIT at Fort Dix, N. J. is parked beside runway. Through rotating antennae on the roof, operators inside "see" plane, guide it on prescribed approach by radio.



SIX RADARSCOPES, manned by five observers, track plane. Two men in foreground control search system which spots plane, others handle landing.

Are you in the know?

If you're budget-bound, which should you buy?

- ☐ A suit
- ☐ A conversation print
- ☐ A fancy formal

Does your budget hoot at your wardrobe plans? Then pick one of the new soft suits. You can wear it more often—with varied accessories keyed to most every occasion. Be a shrewd shopper. Always latch on to the type of dude you can keep living with, longer. And when buying sanitary napkins, remember—you can keep comfortable with Kotex. Because Kotex is the napkin with lasting softness—made to stay soft while wearing. Naturally, Kotex is first choice.



What's the cure for this coiffure?

- ☐ An upsweep
- ☐ A snood
- ☐ A good thinning out

That bush on Nellie's head is strictly barber-bait! What's the cure? A good thinning out. A frizzy effect just can't compete with a simple, sleek coiffure. If your locks have a moppish look, have your hairdresser shear and shape them. Self-confidence goes with good grooming . . . and (on "those" days) with Kotex, too. That exclusive safety center of Kotex gives you plus protection. And to safeguard your daintiness, Kotex contains a deodorant—locked inside each napkin so it can't shake out!



If stranded on the dance floor, should you—

- ☐ Join the wallflowers
- ☐ Retreat to the dressing-room
- ☐ Yoo-hoo to the stag line

A solid Joe would know better, but if ever a goon-guy thanks you for the dance and leaves you marooned—what to do?? Walk nonchalantly to the dressing-room—regain your composure and reappear later—with no one the wiser. Such trying episodes challenge your poise. Just as trying days often do . . . but not when you have the help of Kotex! For Kotex has special flat, tapered ends that don't show revealing outlines. So why be shy of the public eye? Just rely on Kotex!



A DEODORANT in every Kotex* napkin at no extra cost

More women choose **KOTEX*** than all other sanitary napkins

Radar Blind Landings CONTINUED



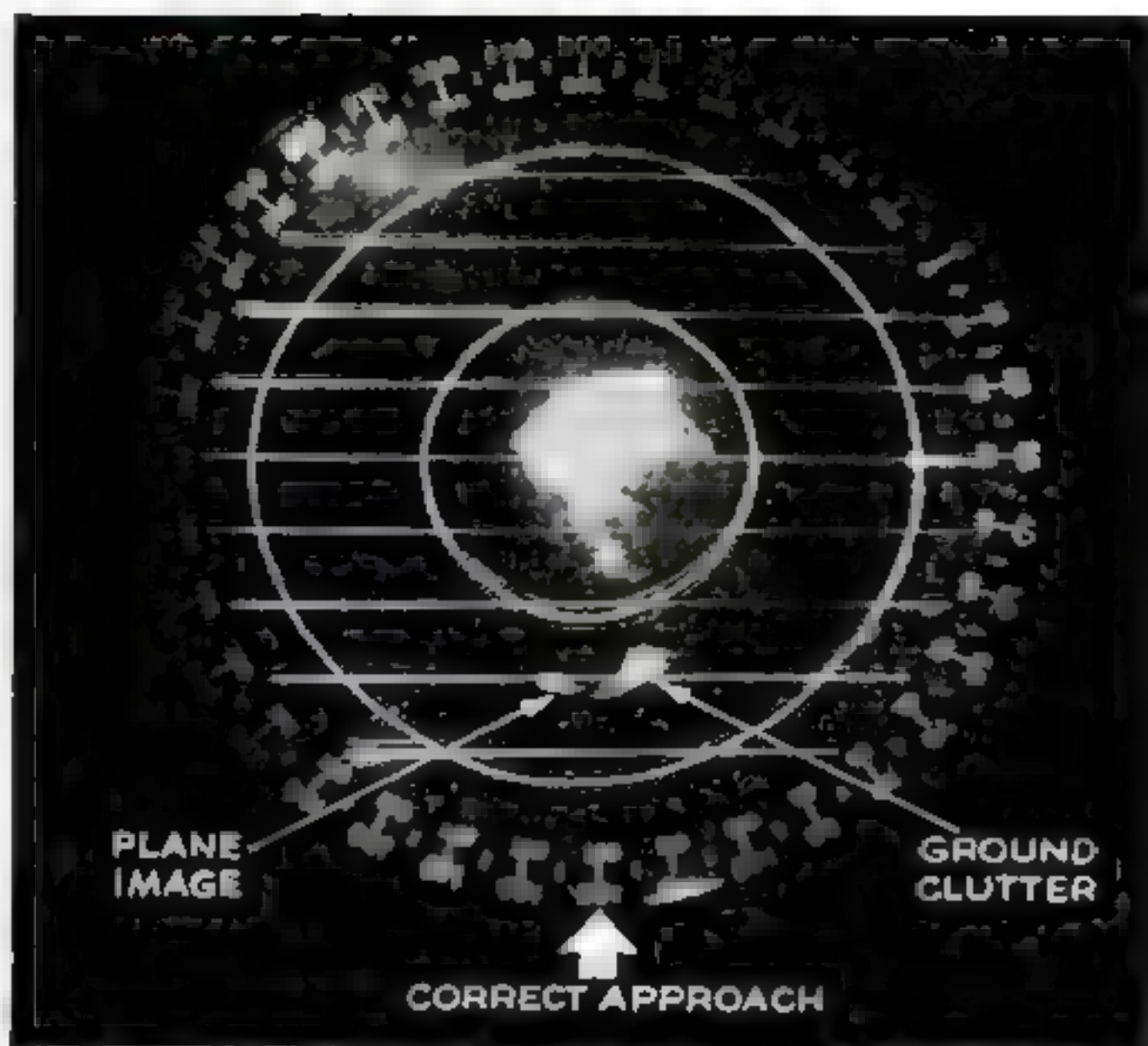
IN DEMONSTRATION FLIGHT on a clear day camera locates Fort Dix field (arrow) seven miles from approaching plane. Now see radar image (opposite).



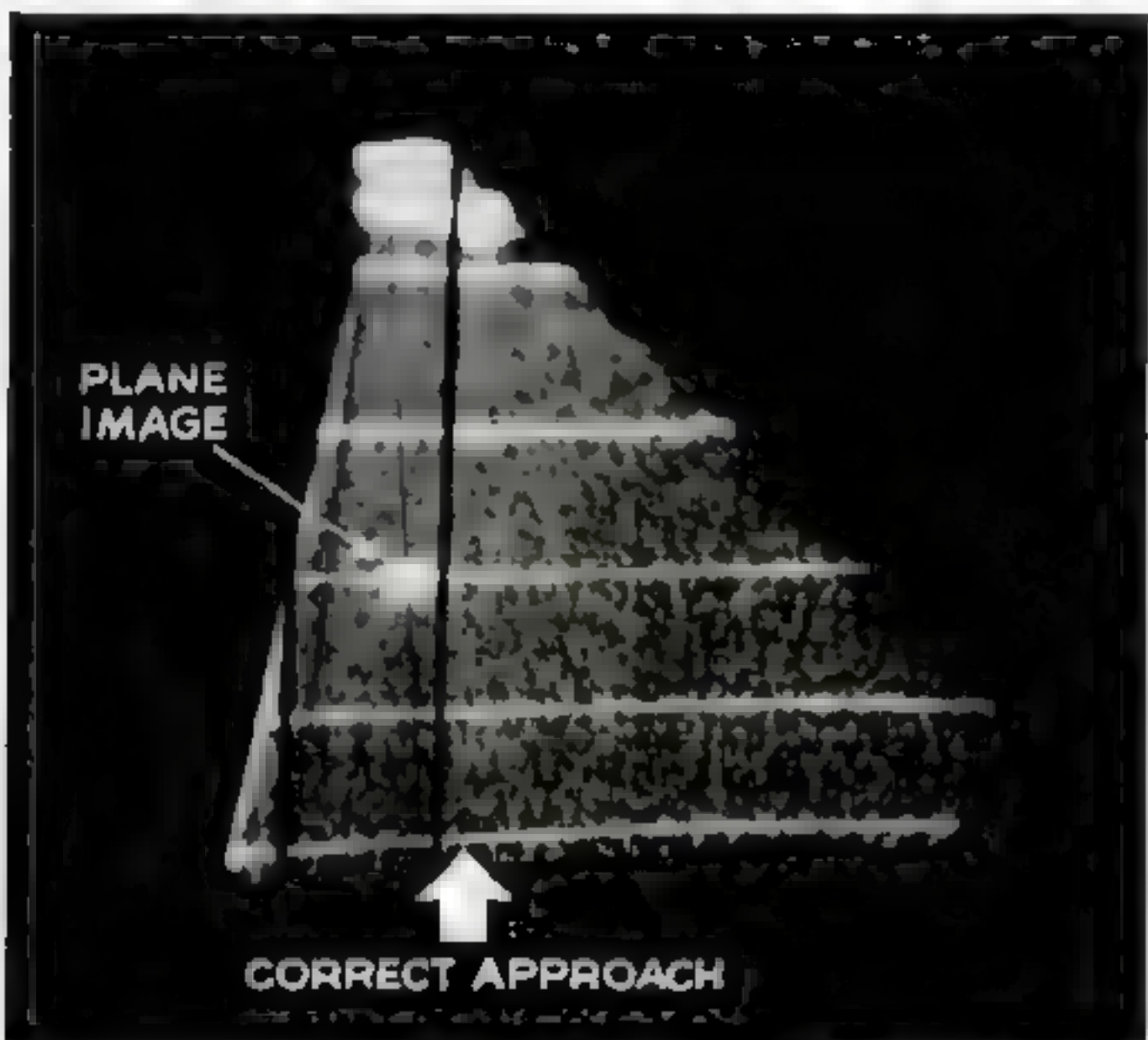
NEARING AIRPORT (center), plane is slightly left of the prescribed glide path. In blind landing, talker's voice guides pilot to correct path of approach.



PERFECT LANDING GUIDE brings plane to runway. Mobile radar unit shows as small dots at left of runway. Pilot of this plane is Lieut. Colonel C. B.



ON RADAR SCOPE plane is midway between five- and ten-mile circles. Radar images of hills, towers, other obstructions are called "ground clutter."



EXPANDED SEGMENT of grid shows exact approach error of plane (opposite page). Plane is at six-mile mark nearing apex, which is landing point



Sproul, a pioneer in radar landing technique, who is participating in current blind landing tests for the Civil Aeronautics Authority at Indianapolis.



In all America, only AUERBACH'S has this marvelous formal!

Send for it now! . . . Wonderfully new with its flattering sleek top, its full, free-flowing skirt! Junior First made it of Silduka, a Duplex Bur-Mil rayon crepe, heaped it with masses of white eyelet embroidery on aqua, pink

or maize. Sizes 7 to 15 and only **14.95**

Auerbach's SALT LAKE CITY 10, UTAH

AUERBACH'S, Salt Lake City 10, Utah

Please send me this marvelous formal @ 14 95 . . . I enclose 15c extra for postage.

Size _____ Color _____ Second-Color Choice _____
Check Enclosed ☐ C.O.D. ☐ CHARGE ☐

My name _____

My address _____



IN HIS BROOKLYN STUDIO THON PAINTS MAINE APPLE ORCHARD. ARTIST HIMSELF MADE SHIP MODEL ON SHELF CATS WERE GIFT FROM FISHERMAN IN MAINE

WILLIAM THON

U.S. artist who became a sailor
paints moody pictures of the sea

William Thon always loved the water. He used to haunt the docks of Brooklyn near his home and go up the coast of New England to Maine. Most of the canvases he painted were moody, poetic seascapes. He did not sell many of them.

When the war began, sea-loving Artist Thon joined the U. S. Navy, served almost four years. He remained an artist even while on sea duty, composing in his mind and planning his pictures so thoroughly that he could turn out a canvas in a

few days when on shore leave. Big U.S. museums began asking to show his work. One of his paintings shown at Pittsburgh's Carnegie Institute was singled out for critics' praise. Another won first prize at the Brooklyn Museum. When last September he left the Navy and prepared his work for a current one-man show at New York's Midtown Galleries, Thon found himself an artist of considerable stature, a painter in the tradition of U. S. sea-cape masters like Ryder and Winslow Homer.



THE OUTPOST is a lighthouse in New York Harbor's Lower Bay which Artist William Thon used to see as a child when summering with his family on Staten

Island. He saw it many times again during the war as he sailed in and out of the harbor on his subchaser. He painted it two years ago in Brooklyn while on shore leave.



CONVOY was painted by William Thon from the memories of convoy duty during his 44 months on Navy minesweepers and subchasers. Here in a gray wintry dawn he

shows a tanker with an escort ship in the distance heading out into the Atlantic from a Staten Island base. Thon loves to paint moody, wintry scenes from memory.



OWL'S HEAD is the name local fishermen gave this bit of Maine coastline near the town of Port Clyde. About 16 miles from lighthouse and lighthouse keeper's home,

Thon began to build himself a studio in 1940. He had to abandon the project when war started but this spring he will return to settle permanently near Owl's Head.



REVERIE, says Thon, is a picture he "just dreamed up." He painted it in 1942 as a symbol of all the women who were left alone during the war. He had at first painted

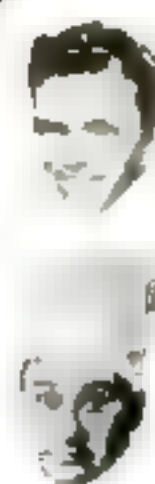
a letter in the woman's hand, later decided to paint it out to make his picture less literal. Thon seldom uses a model, makes very few sketches before he begins a canvas.



If upset by
a five-year old...

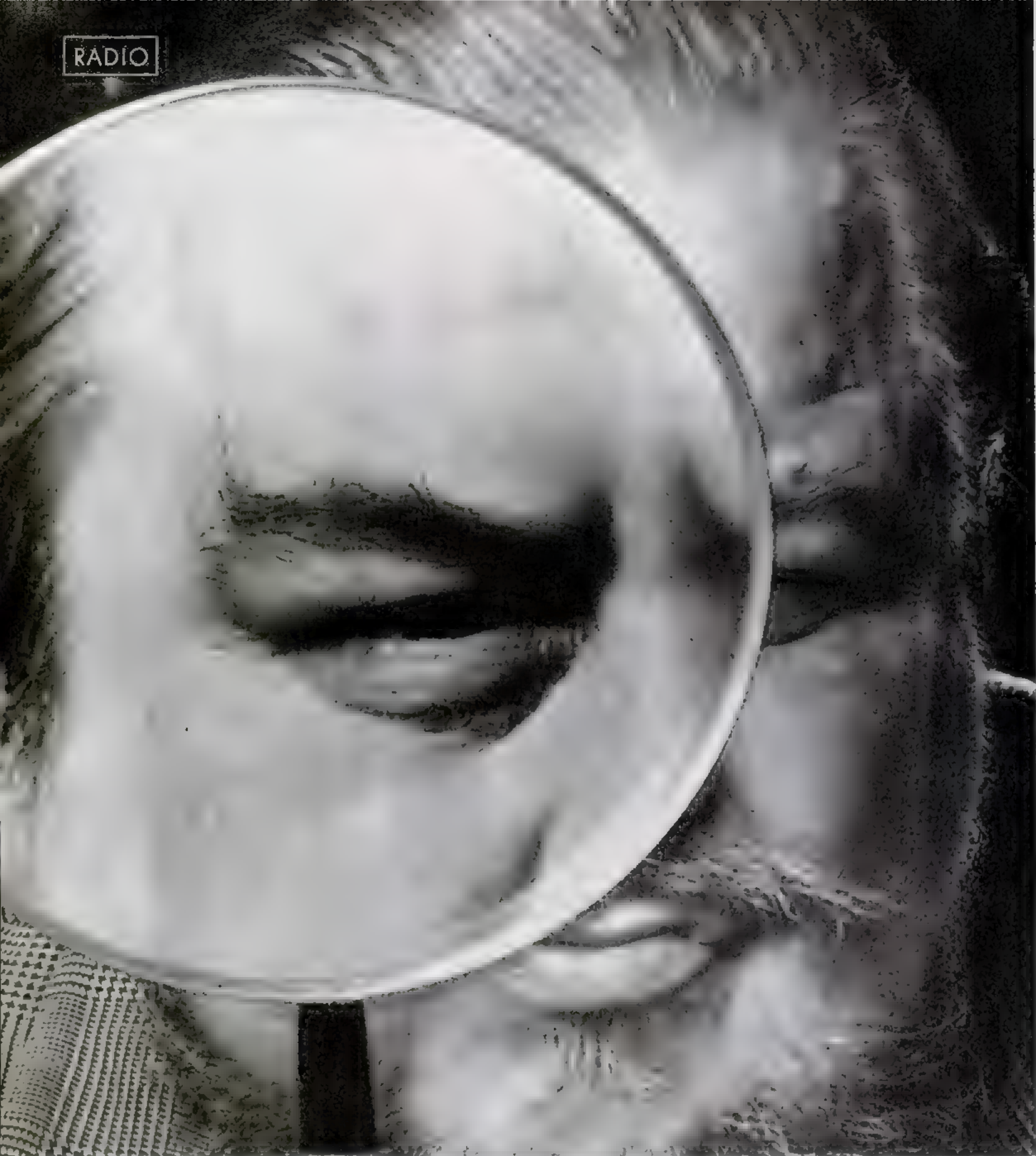
Why be Irritated? Light an Old Gold

It's those *extra* touches that make Old Gold your *extra* friendly cigarette. Apple "Honey,"* for instance, gives you more-than-usual freshness. The world's most treasured tobaccos are blended with extra care. Rare, imported Latakia tobacco adds its own special luxury of flavor. Even the fine, snowy cigarette paper... made from *virgin pure flax*... contributes its superfine quality. Get friendly with Old Golds—they're your kind of cigarette!



LISTEN TO
FRANK SINATRA
Wednesday Evenings CBS
and
MEET ME AT PARKY'S
Sunday Evenings NBC

*Made from the juice of fresh apples, a special moisture-guarding agent we call Apple "Honey" helps keep Old Golds free from cigarette dryness.



FAT MAN INSPECTS A CLUE THROUGH HIS MAGNIFYING GLASS. BEARDED, GOATEED AND MUSTACHIOED, HE LOOKS LIKE A CROSS BETWEEN SANTA CLAUS AND SATAN

THE FAT MAN

270-pound radio detective enacts
the case of "The Amnesia Killing"

Twelve years ago Dashiell Hammett started a new vogue of sophisticated mystery stories with a book called *The Thin Man*. As a detective the Thin Man flourished in movies and then in radio, where he is still popular. Now Hammett has created a radio rival for the Thin Man, a 247-pound sleuth known as the Fat Man. Like Hammett's Thin Man, Hammett's Fat Man is suave, witty and hardboiled and provides better than average radio entertainment. Despite his blimplike contours, he is a lady-killer.

Unlike the Thin Man, he is a bachelor. But he has a good friend named Cathy who curbs wolfish women.

With rare devotion to realism, radio has given the role of Brad Runyon, the Fat Man, to Actor Jack Smart, who weighs 270 pounds, even outdoing Hammett's specifications. Smart likes the role because of its sympathetic approach to fatness. Here LIFE presents a typical Fat Man adventure, *The Amnesia Killing*, which will be enacted on the American Broadcasting Company network April 29 (8:30 EDST)



THE AMNESIA VICTIM (Maggie Long) startles Fat Man by swooning in his office. A ring found in her purse leads Fat Man to man named Jim Margo.



JIM MARGO is a photographer-sculptor. He insists he does not know the amnesia victim, is unable to explain how the girl got his wife's wedding ring.



A CLUE comes when girl recoils from a feathered wrap, saying she is allergic to feathers. If she really had amnesia she would not remember allergy.

CONTINUED ON NEXT PAGE



The secret is
in the palm of
your hand!

When your dentist cleans your teeth, he starts with a powder made especially for use by dentists only. Then he uses that powder and with this mixture cleans your teeth. For daily home use, you need a different kind of powder—Dr. Lyon's Tooth Powder. Put a little Dr. Lyon's in the palm of your hand, moisten it with the wet brush, and you're ready to brush your teeth beautifully.



POWDER...MOISTEN...CLEAN

*The 3 steps to
naturally bright teeth*

Now, in your own home, you can follow the 3-step way... the POWDER—MOISTEN—CLEAN routine...for brushing teeth sparkling bright. Just try Dr. Lyon's Tooth Powder. This fine dental powder *polishes* as it *cleans*. It helps remove the smudges, discolorations and smoke stains that so often are the signs of neglect and

improper cleansing methods.

But, no matter what dentifrice you use, be sure to visit your dentist twice a year for a professional cleaning. And, as a supplement to your dentist's care, use the powder made especially for daily home use—Dr. Lyon's. See what the POWDER... MOISTEN... CLEAN routine can mean to you.

DR. LYON'S
AMERICA'S NO. 1 TOOTH POWDER



FOR MOTHER

a beautiful

Gillfold


REG. U.S. PAT. OFF.

How your Mother would treasure this smart modern billfold with zipper, coin pocket, and tab—made of the softest and most luxurious calfskin her hands ever touched!

It's time now to select this lovely gift where fine leather goods are sold. \$5 plus tax.

ENGER-KRESS

West Bend, Wisconsin

 *The Mark of America's Smartest Leather Goods*

Outstanding

on the
AMERICAN SCENE

The Blaine



*American
Gentleman*
SHOES

\$600 TO \$800

Distant Points
Slightly Higher

Thoroughbreds, every pair! Their fine qualities of craftsmanship, fit, comfort and wear make American Gentleman Shoes favorites with American gentlemen everywhere! Write for name of nearest dealer.

AMERICAN GENTLEMAN DIVISION Craddock-Terry Shoe Corp., Lynchburg, Va.

Fat Man CONTINUED



FAT MAN IS ATTACKED by Margo's watchdog, which is subdued with aid of food in Fat Man's pockets. Fat Man always proves himself agile in a crisis.



MARGO'S WIFE is murdered. As inspector seeks clues, Fat Man sees that statuette made by Margo is likeness of the amnesia victim, knows Margo lied.



MURDER IS SOLVED as Fat Man tells his friend Cathy (Amzie Strickland, seated) how statue gave clue that Margo and "amnesia victim" were the killers.

You may give this
nightmare the Horselaugh...



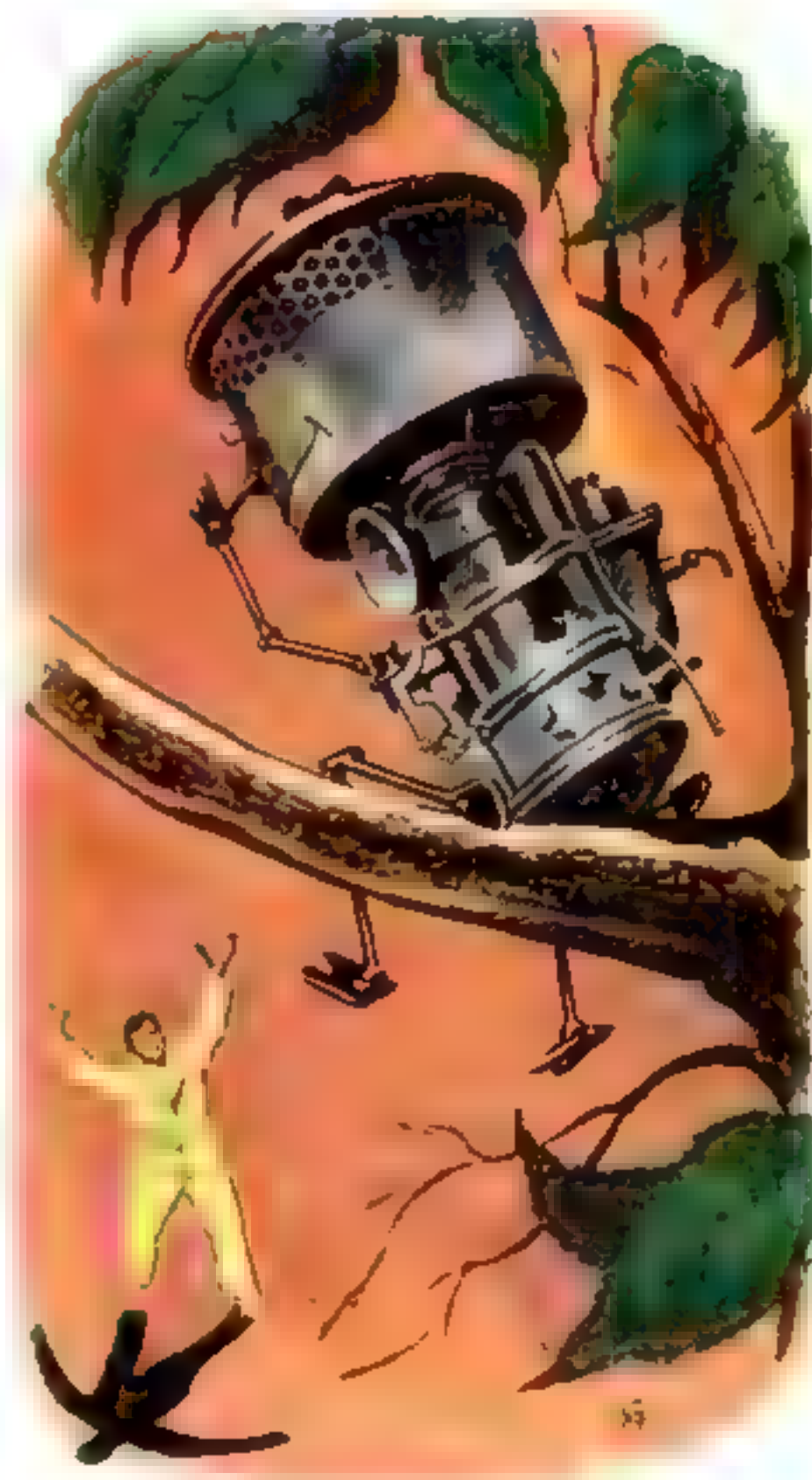
— but don't give it to these !



What if your car should chug its last chug?
Every day now that's happening to about 5,000 faithful jalopies. And public transportation is just about as crowded as ever. *Keep your car going strong with Veedol!*



Your new car will be a dream— But it will take time to come true. Probably less than a quarter of the orders will be filled this year . . . three years to fill them all. *Play safe—let Veedol see you through.*



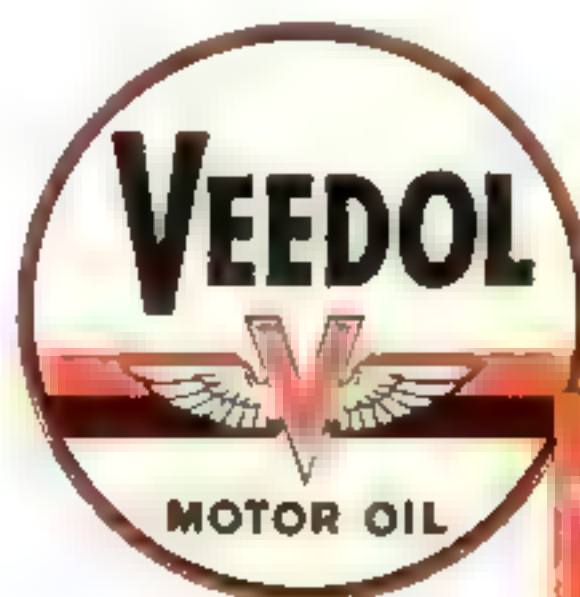
Are replacement parts easy to get? No!
You'll find it takes weeks to get just ordinary parts that once were as obtainable as postage stamps. *The new, Improved Veedol will help you lick this bugaboo.*

Today's Veedol—100% Pennsylvania quality now even better

Wartime research showed the way. And now the "Aristocrat of Motor Oils" brings you these *extra* qualities . . . these *additional* advantages.

It improves piston condition by reducing varnish formation . . . lessens sludge deposit . . . and practically eliminates bearing corrosion. In other words, with *Improved Veedol* in the crankcase, you'll sit behind a cleaner, smoother-running, better-protected engine.

Now, of all times, you simply can't afford to ignore the greater safety margin of today's finer, *Improved Veedol*.





*FOR PLEASANT MOMENTS—PM's the Popular Mixer . . .
it blends with all your friends!*

*Pour its satisfying mellowness quickly onto the waiting ice . . .
add soda, gardenias and cheerios . . .
and three's not a croud, it's a party!*



IF IT ISN'T

PM

IT ISN'T AN EVENING

National Distillers Products Corporation, New York
Blended Whiskey. 86.8 Proof. 65% Grain Neutral Spirits.

Manolete

A matador called "The Monster" becomes the new idol of Mexico and disrupts the whole country

by WILLIAM W. JOHNSON



THE MONSTER OF CORDOBA

ON A BRIGHT, sunny afternoon last December a slender, hollow-cheeked young matador from Córdoba made his first appearance in the bull ring at Mexico City. His name was Manuel Rodríguez and he went by the professional fighting name of "Manolete," a diminutive of Manuel. But to his fans he was "El Monstruo," The Monster.

Manolete's first bull was a black brute named Gitano from the ranch of Torrecillas. His work with cape and muleta was masterful. He completely dominated the bull and did it with a classic, sculptured grace that had not been seen in Mexico's bull ring for years. Shouts of "ole" rose in

a roar after every graceful pass, and after the kill hats, canes, bunches of red carnations, women's fur scarves and men's topcoats showered down in the ring and the air sparkled with fluttering white handkerchiefs.

Two more bulls were fought and killed. Then it was Manolete's turn again. The next bull, named Cachorro, had a tendency to hook when he charged. Manolete's first *verónica* was the graceful, sure thing that had already enchanted the *aficionados* (bullfight fans). The bull wheeled and charged again. It was evident to the crowd and to Manolete himself that this time the bull was not going to alter his charge to follow the cape but was bearing down directly on the matador. There were cries of "cuidado!" (watch out). But Manolete did not move. A horn caught him in the left thigh. The slim matador was tossed lightly in the air and then fell free, while his assistants rushed out to disengage the bull's attention.

As they carried him to the infirmary, deep under the stands, handlers demanded of Manolete in a chorus, "But man, why didn't you move? You could see that you were going to be caught."

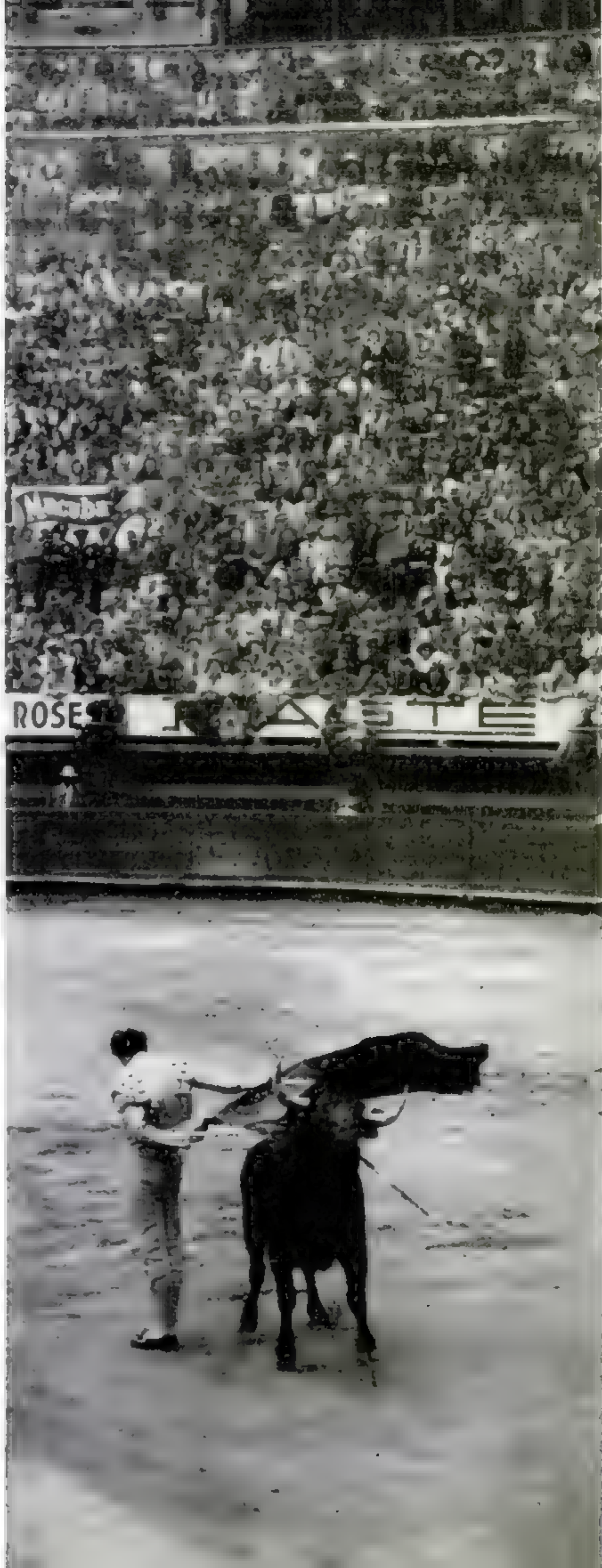
Manolete, his voice calm, replied, "Por eso soy Manolete—por eso cobro lo que cobro." (It is for that that I am Manolete—for that I charge what I charge.)

By the time Manolete had completed his Mexican tour in March the country was emotionally and to a certain extent financially devastated. Strong men had wrung their hands in an excess of emotion; beautiful women had forgotten their careful Latin code of conduct; good fathers and family men had spent the family's grocery money on bullfight tickets, which, in the black market, reached astronomical prices.

For three months Manolete dominated the Mexican consciousness. His admirers were known as Manoletistas and wore silver and gold replicas of the matador's elongated, dolorous profile on their lapels. Some, wearied, flashed cards saying, "Please do not talk to me about Manolete." The matador's infrequent appearances in public caused traffic jams. The Monte de Piedad (national pawnshop) estimated that the influx of jewels, typewriters, radios and other readily negotiable articles increased 40% during Manolete's reign and attributed it to the wild demand for bullfight tickets.

CONTINUED ON NEXT PAGE

MANOLETE'S TECHNIQUE is demonstrated in Mexico City bull ring as he completes difficult pass with his back turned to the bull. ➔





IN HIS ROOM, MANOLETE'S CLOTHES ARE LAID OUT ON CHAIR



HE SITS ON HIS BED TO PUT ON FIRST OF THREE PAIRS OF STOCKINGS

MANOLETE CONTINUED

The national economy was upset. Money that normally went to merchants, to the purveyors of food and clothing, went clanking into the pockets of the bull-ring impresarios, of bull ranchers, of Mexican bullfighters who improved their style and their demand under Manolete's pressure, of black marketeers, of vendors of beer and soft drinks, of the ushers who peddle cushions for customers to sit upon and throw to show extreme pleasure or displeasure. The drain was felt by almost every business not connected with bullfighting.

So loud did the complaints of merchants and employers become that the matter was debated in the senate; chambers of commerce mobilized for action, and at the end of the season the authorities banned further midweek bullfights.

Furthermore it was agreed that in the interest of public economy only one bull ring would be operated in Mexico City next year.

Manolete's last fight in Mexico City was for the benefit of undernourished children. It was observed that this was quite fitting, since so many of the undernourished children belonged to *aficionados* who had spent all their means to see Manolete.

The center of this storm was, as storm centers usually are, calm in the midst of the turbulence, almost indifferent to the frenzy that swirled around him. Part of this was natural heritage. Manolete is a typical *cordobés*, man of Córdoba. In addition to the large, sad eyes and the long, slightly hooked nose that so often identify the citizens of the hot, Moorish city in southern Spain, he has the icy reserve and outward calm that mark Córdoba's men as much as beauty

marks its women. In addition, he has the bearing of the classic bullfighter in which dignity and elegance are of as great importance as fortitude.

Manolete was born in Córdoba in 1917 to a bullfighting family. His mother, Augustas Sanchez, had been twice married, both times to bullfighters. Manolete's father, her second husband, was a *torero* of competence but no great fame. Despite his mother's objections—she has never seen him fight—Manolete spent most of his time as a boy in the country around Córdoba, on bull ranches and in country rings, looking for chances to make passes at anything with four legs and horns. He had a thin body, not particularly well-formed by ordinary athletic standards but perfectly coordinated. Serious-minded and studious, he carefully followed the classic style in handling the tools of the business, ignoring for the most part the showy ornamental

IN THE RING picador pokes bull in neck to tire its neck muscles, as unhorsed in process. Manolete, standing by, will try to draw bull away from horse with cape.



BULL CHARGES the matador brushing past Manolete's body as he does so. The closer he works to the bull during these passes, the more the matador will excite the *aficionados*.





KNEE-LENGTH COTTON DRAWERS COME NEXT



VALET HELPS HIM INTO BABY-BLUE BREECHES



MATADOR'S HAT IS CAREFULLY ADJUSTED

tricks that young bullfighters too frequently adopt to attract attention.

In 1934 he had become a *novillero*, or killer of *novillos* (bulls of less than four years), operating in provincial bull rings. By 1936 he was good enough to be billed at a *novillada* in Madrid. He had learned to handle himself well, but no one was heard to voice the opinion that here was a man whose name would some day be spoken reverently in the hypercritical circles of *afición*. The Spanish civil war then intervened and created a hiatus in bullfighting. Afterward Manolete got back to the bull ring as fast as he could. He began to develop a subtle style, *clásico y depurado* (classic and pure), and in 1942 he won a place on the cartel for the annual Seville fair, one of the world's greatest bullfighting events. Almost immediately he was acclaimed as a great *torero*. An influential bullfight critic

of Madrid saw him work at Seville, praised him volubly and gave him his nickname, The Monster, to describe his almost superhuman skill.

News of the Spanish bull rings is closely followed in Mexico. In Mexico City the late General Maximino Avila Camacho, brother of the president, owner of the bull ring and a man with a finely developed sense of the profit motive, soon sensed the implications of this fast-rising star of *afición*. He sent off to Spain shrewd, sophisticated Antonio Algara, manager of the bull ring, to see what he could see.

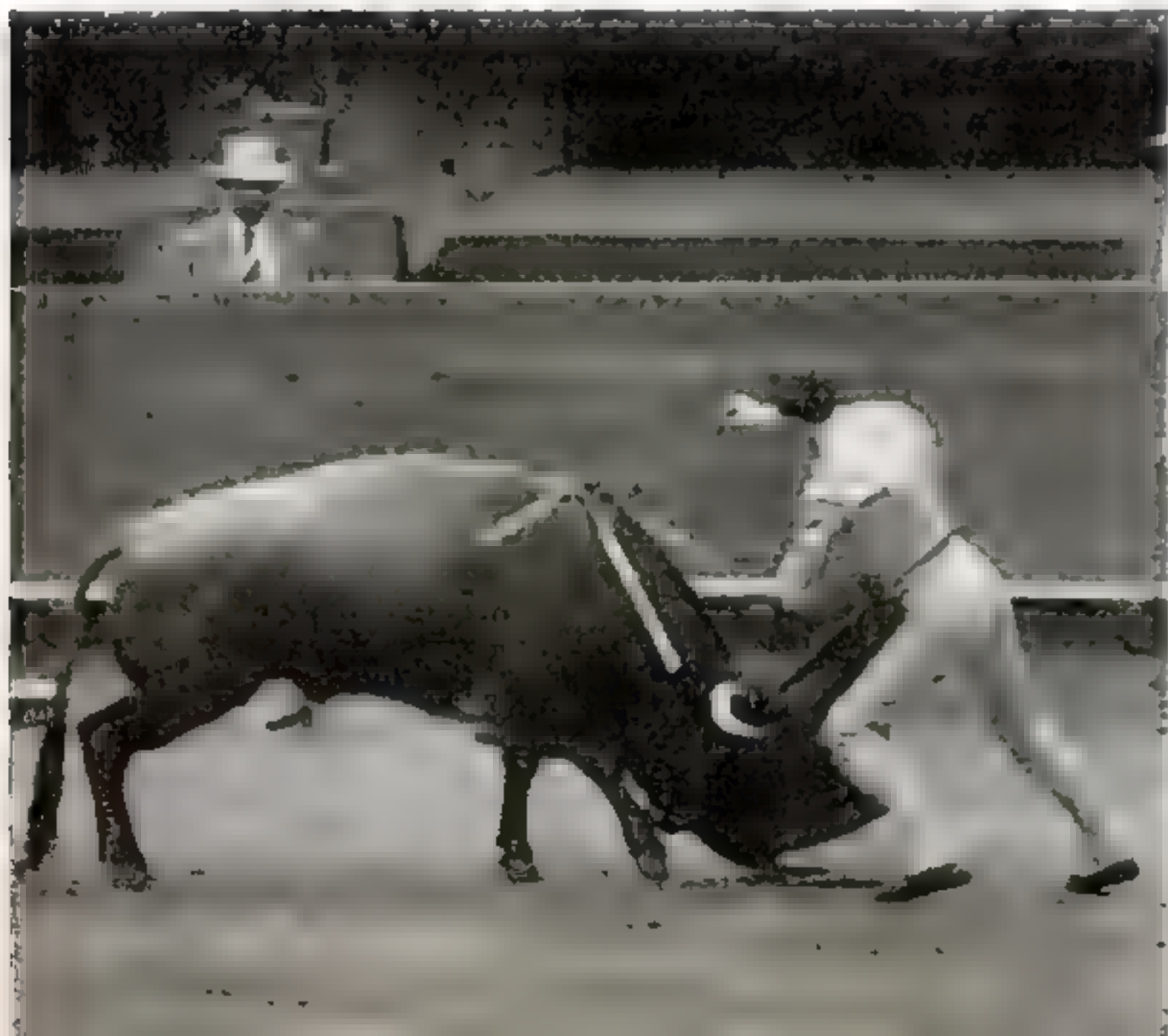
Manolete's affairs were and are managed by an ex-bullfighter named José Flores "Cámara," a dapper, bald-headed little man. The contract which he managed to get out of Algara made bullfight history. Not only did the impresario have to pay a minimum of 60,000 pesos (\$12,000) in Mexico City and 30,000 pesos in provin-

cial towns, but he also had to pay the wages of Manolete's *cuadrilla*, or corps of assistants, and likewise pay the Mexican income taxes on the matador's earnings. As a consequence Manolete left Mexico richer by approximately 1,220,000 pesos (\$252,000) than he was at the start of his campaign.

Aside from his tremendous skill in the ring and his remarkable capacity for making money, The Monster is an ordinary, thin, tired-looking young man with excellent nerves. The nerves are a necessity outside the ring as well as in it, since a successful matador is to a large extent public property. One of the three rooms in Suite 201 in the Hotel Reforma was constantly thronged with Manoletistas, male and female, waiting to offer a compliment or gift, get a nod of recognition or an autographed picture. After a fight Manolete would face an even greater crowd. He would

CONTINUED ON NEXT PAGE

BULL'S BIGGEST CHANCE to hook Manolete comes as matador leans in over horns to kill it. Exhausted bull, its head down, makes a last feeble charge at cape by instinct.



VICTORIOUS MANOLETE struts around the ring as spectators heave coals, hats, cushions. In his hand is the dead bull's tail, trophy for a fine performance.





MANOLETE CONTINUED

he down for an hour or more, but his bedside would be thronged with *aficionados*. Later, if he had no fight the next day, he might go out to a private party. For every night there were scores of invitations. Manolete was regarded as a hushy social catch of the year. Socially he was pleasant, polite, but almost always reserved. He drank little, smoked little and, unlike most matadors, was very moderate in his reaction to flirtation. During his stay in Mexico his name was frequently linked with that of Fernanda Montell, a statuesque French singer with lavender hair. Friends, however, said that Manolete's real *novia* was a girl back in Córdoba, whom his Spanish manners would not permit him to discuss.

Like all bullfighters Manolete is superstitious and, being from the south of Spain, is more so than most. His seven fighting suits (*trajes de luces*—suits of lights) have all the classic color combinations except red and gold. He firmly believes that if he wears a red suit he will catch cold. Once his sword boy has laid his clothes out for a day's fight, arranging them carefully on the back of a chair, no one can touch them until Manolete puts them on. No one, not his manager, not even Manolete himself, can tie the knee laces of his skintight laceches. And of course no one must throw a hat on the bed.

Like all bullfighters he has been frequently injured. A T-shaped scar disfigures one cheek. There are horn scars on both thighs. An old hand injury makes it impossible for him to use a regulation-weight sword with the muleta except in the final kill. Like all bullfighters who tell the truth, he admits that he always feels fear before a fight and remains afraid until he has had time to observe the bull's characteristics.

His life is dangerous and wearing. At 28 his face has the lines of middle age. A gray streak is beginning to spread out in his hair. If he lives he will probably fight for five more years, then retire to his *cortijo*, or ranch, outside Córdoba and possibly become a bull raiser as have so many ex-matadors. At his present rate of earning he will be many times a millionaire. Next year he will fight again in Mexico. So great has been his popularity with Mexicans that efforts are being made for him to present a bloodless bullfight in Los Angeles, Calif., late in the spring to satisfy the large Mexican population there.

It should be added, however, that Mexicans are not peculiar in their Manolete madness. Within a few days after his departure from Mexico word came back that he had been elected honorary mayor of Lima, Peru.



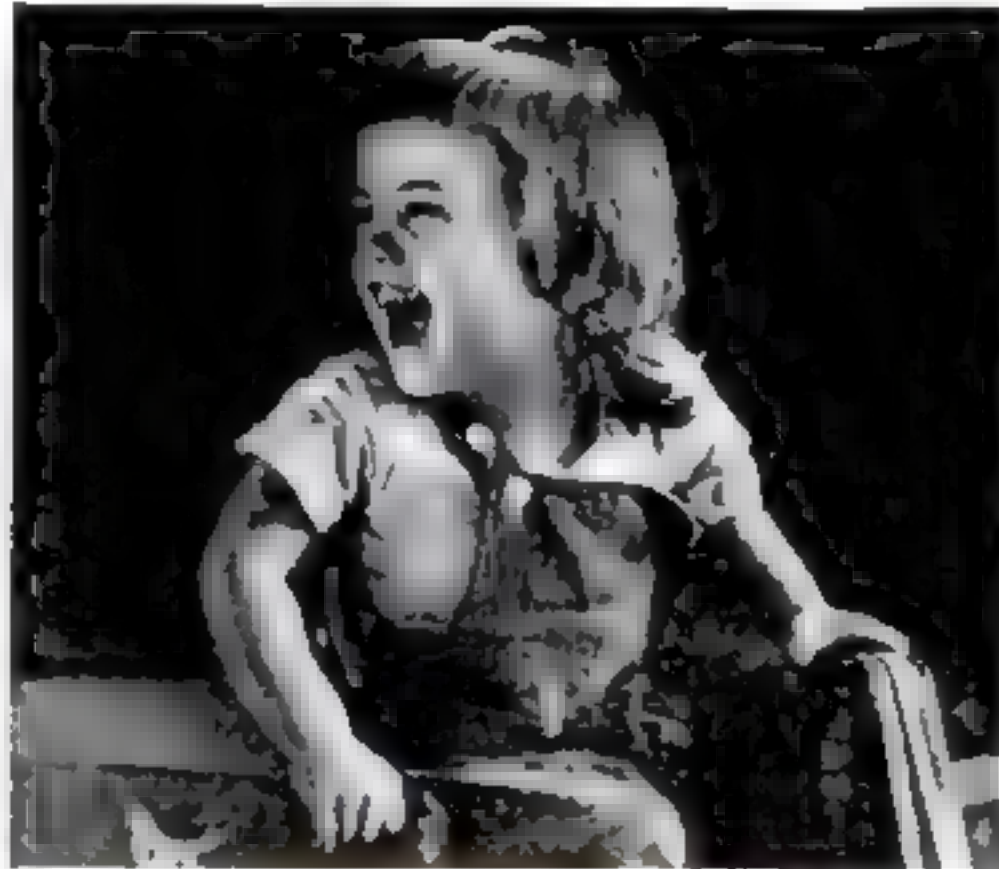
IN HIS SUITE (left) at Mexico City's Hotel Reforma on morning of fight Manolete lounges in dressing gown in front of his life-size portrait. Unlike most matadors he eats small meal before going to ring. After fight (over) he lies down for a couple of hours but gets little rest from autograph hunters.

"When I was a baby it happened to me... NOW IT'S HAPPENING TO MY BABIES!"

"I wonder if there are many families like ours," writes Mrs. Basil Robinson, of Rochester, New York. "Not only was I raised on Clapp's myself—when Clapp's were the first baby foods ever made—but now I've got *two* Clapp-fed babies of my own!" And she continues...



"Douggie was just 3 years old when these pictures were taken, and Linda was 23 months. I'd just taken them to the doctor and heard the happy report that they just *couldn't* be healthier!



"As a matter of fact, neither one has ever been sick. (Maybe I should knock on wood!) They're both terribly active, and into everything. Sometimes it's all I can do to keep up with them!



"When Douggie was ready to start strained foods, I didn't have a minute's doubt about what brand to get. For Mother had always let me know that I was a Clapp-fed baby—and my babies were just bound to be Clapp-fed babies too!



"Linda has pretty much followed Douggie's stages of development all along. She weighed 6 lbs. at birth, while he'd weighed 7 lbs. 11½ oz. But for the past year she's always weighed exactly 2 lbs. less than he has, and has been exactly 2 inches shorter.



"Both of them have enormous appetites—and they've always loved their Clapp's foods. I'm sure their nourishing, well-balanced diet has done a lot to make them such healthy, happy children. So you can see why I'm so loyal to Clapp's!"

Why your baby will thrive on Clapp's:



- Ever since Clapp's originated baby foods 25 years ago, we've made all our foods to fill doctors' requirements.
- We've constantly improved our formulas, added new foods, according to doctors' suggestions. Now we offer "the world's largest baby menu."
- We make every test we can, because we want to.
- We discard many fruits and vegetables that would be perfectly acceptable for adults, but

not, in our judgment, for Clapp-fed babies.

- All our foods are *pressure-cooked*—to help retain vitamins and minerals, fresh color and flavor.

- We have seen two generations of babies raised on Clapp's. Our business, we believe, is the most important business in the world. It is our *sole* business, not a side line.



- Perhaps this is why so many doctors prescribe Clapp's regularly.

This is the 25th Anniversary of

CLAPP'S BABY FOODS



—the first
baby foods

PRODUCTS OF AMERICAN HOME FOODS, INC.



compound interest--
structural beauty
and inspired young design in a
Cole of California swimsuit

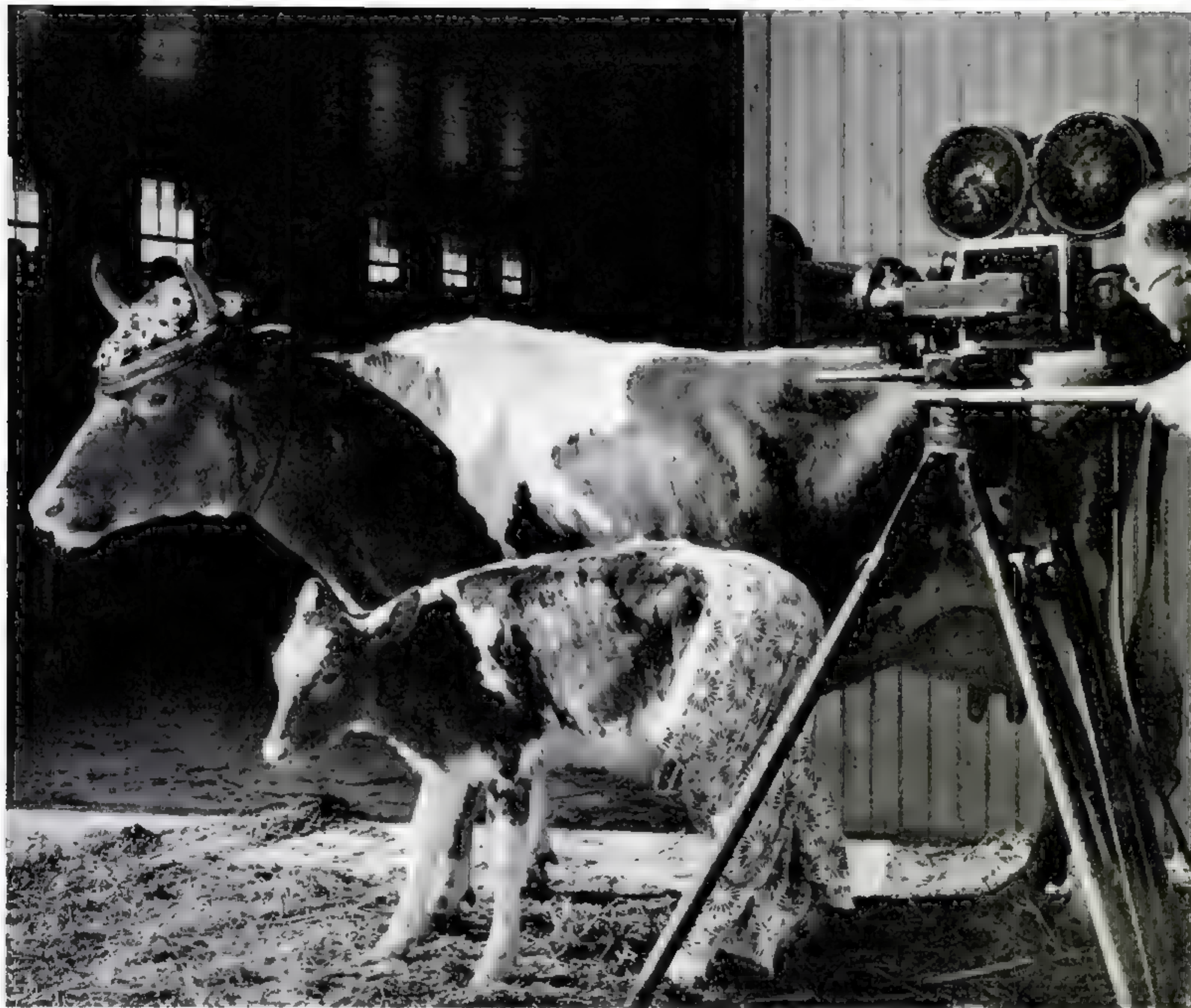
MANOLETE CONTINUED



MANOLETE'S ADMIRERS include many beautiful women. Among them are lavender-haired French Singer Fernanda Montell (left), Actress Hilda Kruger.



GOODBY HUG is given to another friend by Manolete as he waits among swirling crowd of admirers for plane which will take him to South America.



Mama's in the "moo-vies"!

Though she may never win an "Oscar," nor sign an autograph, she's the star of a picture that's drawing quite a public!

From its title, you can tell the film is something different in movie fare. It's called "Quality Milk Production"—and it deals, not with make-believe, but with scientific methods of getting *more* and *better* milk to market.

These methods cover everything from the brushing of a cow to the construction of a barn. They show how to keep equipment sterile; milk scrupulously clean. They bring progressive—and practical—guidance to the 350,000 dairy farmers who will see them on the screen.

Filmed by National Dairy, the movie is distributed to U. S. Public Health Services, Vocational Agricultural Departments, Agricultural Extension Services, and state and city Boards of Health. It is shown to farm youth groups, farm associations, grange meetings, and many other such audiences.

In a sense, this picture might be cited as *research in action*. For it's another means by which the findings of National Dairy Laboratories reach out to improve milk—nature's most nearly perfect food—right at the source, and protect its purity every step of the journey to your dinner table.

Dedicated to the wider use and better understanding of dairy products as human food . . . as a base for the development of new products and materials . . . as a source of health and enduring progress on the farms and in the towns and cities of America.



NATIONAL DAIRY
PRODUCTS CORPORATION
AND AFFILIATED COMPANIES

Hit after hit. by Capitol

In star-bright Hollywood, Capitol Records writes its fabulous success story. The uncanny ability to pick hit tunes and match them with the right artist...a knack for discovering unknown talent and coaching it to champion trim...a genius at sensing public demand...it's all part of the magical Capitol formula that produces hit after hit.

Talent

A dynamic pianist-leader fronting a band with a new idea, **STAN KENTON** remained unknown until Capitol showcased his advanced style in such hits as 'Tears Flowed Like Wine', 'Tampico', and 'Shoo Fly Pie'. Now he is *Look Magazine's* pick for 1946 Band Of The Year.



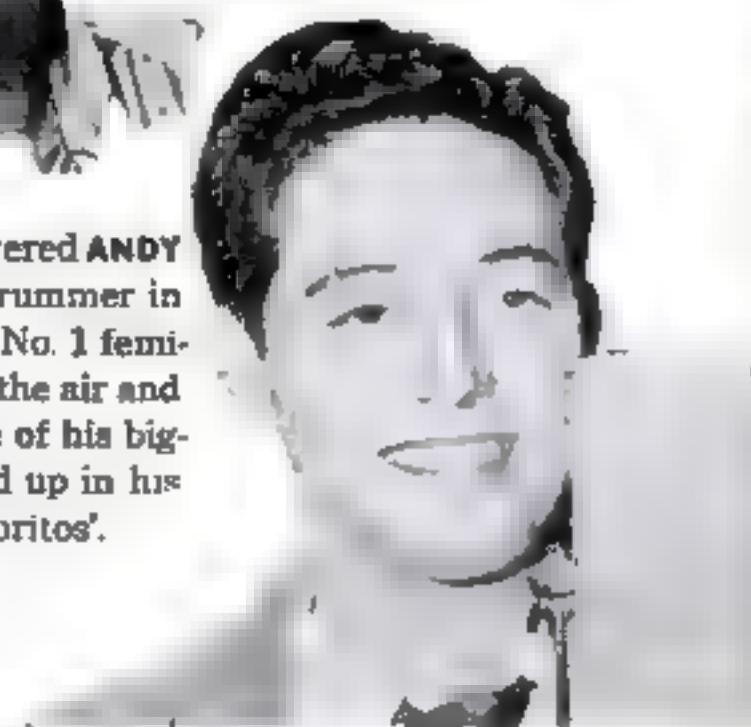
Several years ago a hit recording of 'Why Don't You Do Right' featured a girl with a unique singing style. No one knew her name then. Today, **PEGGY LEE** is one of Capitol's brightest discoveries. Her latest hit is 'I Don't Know Enough About You.'



MARGARET WHITING'S warbling intrigued Johnny Mercer who signed her for Capitol. Her recording of 'It Might As Well Be Spring' established her as one of the country's top vocalists. Today she is featured on two famous coast-to-coast radio shows.



When Capitol discovered **ANDY RUSSELL**, he was a drummer in a band. Now he is a No. 1 feminine heart throb on the air and in the movies. Some of his biggest hits are wrapped up in his Capitol album, 'Favoritos'.

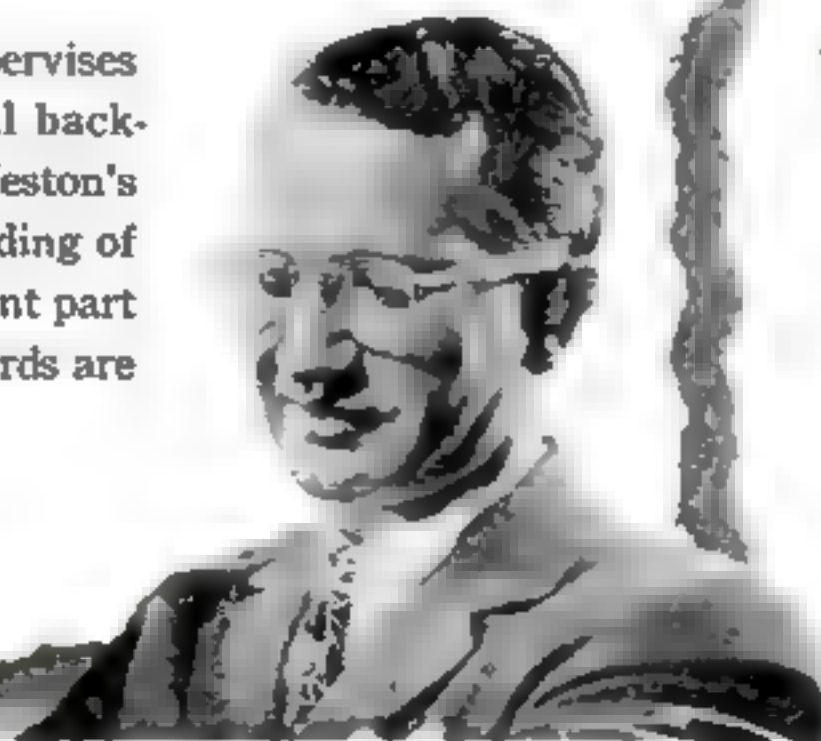


Tunes



B. G. (BUDDY) DeSYLVA and **JOHNNY MERCER**. One a master showman, movie producer, and talent discoverer...the other, a triple-threat songwriter, singer, and president of Capitol Records...this versatile duo is largely responsible for Capitol's amazing record of smash hits in their three and a half short years.

As Capitol's music director **PAUL WESTON** supervises and provides the arrangements and musical backgrounds that will best present Capitol's stars. Weston's sympathetic handling and sensitive understanding of the varied styles of Capitol artists is an important part in Capitol's success story. His own Capitol records are consistent best sellers.



Ideas

Capitol has always felt that a record album should be more than a collection of likable tunes. Believing that an album is a permanent addition to a person's record library, Capitol albums are designed to capture the essence of today's tops in music, comedy, drama and song.



JO STAFFORD used to sing with the Pied Pipers. But Capitol had other plans and featured her as a soloist. This year she won more popularity polls and magazine awards than any other songstress and is starred on two top network shows.

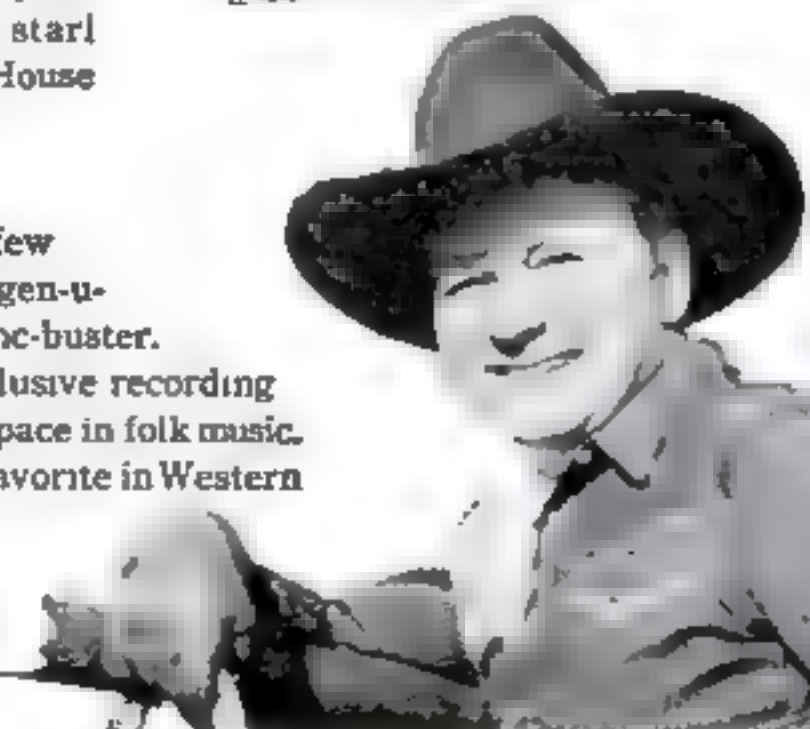


Just a few years ago ELLA MAE MORSE sang with her father's orchestra in Dallas, Texas. Then Capitol matched the Texas Thrush with Freddie Slack's piano on a disk called 'Cow-Cow Boogie'. That single Capitol smash made Ella Mae a star! Her latest platter is 'The House of Blue Lights'.



Once the PIED PIPERS knocked out one night stands with traveling orchestras. But Capitol combined their 'close harmony' with some of its leading artists and on solo disks. Their latest Capitol smash is 'In The Moon Mist'... and you can hear them every week on one of radio's biggest shows.

TEX RITTER is one of the few cowboy singers who is a genuine, leather-slapping bronc-buster. In his three years of exclusive recording for Capitol he has set the pace in folk music. For years he has been a favorite in Western films. His recent 46-state personal appearance tour is in keeping with his latest Capitol offering, 'Long Time Gone'.



CAPITOL WAS FIRST to transfer to records the delightful artistry of the screen's First Little Lady, MARGARET O'BRIEN. ALBUM CC-21 \$2.75*



CAPITOL conceived the idea of matching the distinctive style of THE GREAT GILDERSLEEVE with well-known fairy tales. ALBUM CD-11 \$3.50*



FOR THE FIRST TIME a radio program is preserved on records ... FIBBER MCGEE and MOLLY in their famous Christmas Classic. ALBUM CC-20 \$2.75*



Perhaps the greatest of today's small instrumentalist groups, the KING COLE TRIO album is considered a collector's item. ALBUM BD-8 \$2.50*



Two years of research went into Capitol's four-album HISTORY OF JAZZ. Here is musical Americana! ALBUMS CE-16, CE-17, CE-18 and CE-19, each . \$4.25*



One of the most famous boogie-woogie pianists of our time is immortalized in this Capitol album by FREDDIE SLACK. ALBUM BD-12 \$2.50*

YOUR CAPITOL DEALER IS FIRST WITH THE HITS

*PLUS TAXES





THE SWEET OLD FARMHOUSE BURROWED INTO THE UPWARD SLOPE OF THE LAND

Mr. Blandings Builds His Castle

The woeful tale of a man who started out to build a house and ended up, buffeted and bilked, spending three times what he had planned

by ERIC HODGINS

SAID SAMUEL JOHNSON, "To build is to be robbed."

The sweet old farmhouse burrowed into the upward slope of the land so that you could enter either its bottom or middle floor at ground level. In front of it, rising and spreading along the whole length of the house, was the vastest lilac tree that Mr. and Mrs. Blandings had ever seen. When the house was new, the lilac must have been a shrub planted in the dooryard—and house and shrub had gone on together, side by side, since then. That was 170 years ago this April.

Using a penknife as a key, the real-estate man unlocked a lower door. As it swung back, the top hinge gave way and splashed in a red powder on the floor. The door lurched against Mr. Blandings and gave him a sharp crack on the forehead, but the damage was repaired in an instant and Mr. Blandings, a handkerchief at his temple and his wife by his side, stood looking out through one of the amethyst windowlights at a view that made them both cry out.

"On a clear day you can see the Catskills," said the real-estate man.

Mr. and Mrs. Blandings were not such fools as to exclaim at this revelation. But by the way the two of them said, "Uh-hum?" with a rising inflection in perfect unison, the real-estate man knew that his sale was made. Not today, of course; the offer might not come for a fortnight. But it would come. He computed 5% of \$10,275 rapidly in his head and turned to the chimney footing.

"You'd have to do a little pointing up here," he said, indicating a compact but disorderly pile of stone, in which a blackened hollow suggested a fireplace that had been in good working order at the time of the Treaty of Ghent. Mrs. Blandings, looking at the rubble, saw instead the kitchen of the Wayside Inn: a tempered scale of copper pans and skillets near the oven wall, a bootjack in the corner, a shoat glistening on the spit.

What Mr. Blandings saw broke through into

speech: "With a flagstone floor in here it would be a nice place for a beer party on a Saturday night. You'd put the keg right in that corner."

"You could at that," said the real-estate man, as if he had just heard a brilliant revision of the atomic theory. He quickly did 5% of \$11,550 in his head; aloud he said, "Let's go upstairs and then let's take a look at your orchard. There's a very interesting story connected with. . ."

The effect of the plural possessive pronoun was as a fiery liquor in Mr. and Mrs. Blandings' veins.

Thus it came about that Mr. and Mrs. Blandings bought—for \$11,550—the old Halleck place.

"Let's say your land'll cost you \$10,000 in round numbers," the real-estate man had said the day before it had actually cost \$11,550. And let's say it'll cost you \$10,000 to restore that farmhouse. So you've made a \$20,000 investment that'll stand you all the rest of your life." This lyric passage had served the Blandings' in lieu of thought for several months, until one

evening Mrs. Blandings had looked up from her mending.

"Do you suppose it's worth our while to remodel that old house?" she had asked in a far-away voice.

If she had flatly announced the illegitimacy of the two Blandings children she could scarcely have had a more thunderous effect on her husband.

"I only mean," she went on in an effort to silence him, "that maybe someone should look at it besides Mr. Funkhauser."

Mr. Funkhauser was a young architect to whom Mr. Blandings had taken a shine. Working mostly from photographs, he had been covering reams of sketch tissue with the graceful swashes of a 6B pencil and making of the old Halleck farmhouse something quite else again. The Blandings' had found the results enchanting.

"What's the matter with Funkhauser?" asked Mr. Blandings.

"I only mean," said Mrs. Blandings, "that he's so enthusiastic about everything that sometimes I think he gets carried away. I'd like to have some other sort of person look at the old house before we get too far along—an engineer or somebody."

Eventually Mr. Blandings came to believe that he himself had had this prudent idea. He asked his lawyer friend Bill Cole to dig him up an engineer—a good practical fellow who wouldn't be carried away by anything. As a result Mr. Giobatta Appolonio, engineer, did indeed visit the old Halleck place some days later. In his black shoes, dark business suit and derby he made an odd picture among the roaming hills, particularly compared with Mr. Blandings in his slightly aggressive rural tweeds.

Mrs. Blandings had expected Mr. Appolonio to bring a bag of instruments along like a physician. But Mr. Appolonio's only instrument was a foot rule. He merely stood looking at the house for five minutes from about a hundred feet away. He then went up to it and kicked it on one corner. Mr. and Mrs. Blandings winced in unison when something unidentified fell off. Mr. Appolonio returned to his clients and spoke to them in a soft voice.

"You should tear it down," he said.

"I wish you wouldn't drink so when you're upset," said Mrs. Blandings. She and her husband were back in their city apartment. The train trip home with Mr. Appolonio had been very trying. Once home, Mr. Blandings had written out a check for his \$50 fee and mailed it to him instantly with a curt, correct note. But now Mr. Blandings was alone with God and Mrs. Blandings, and there was no concealing from either one that Mr. Blandings had paid a considerable sum, above land cost alone, for a structure that he had now been advised (for \$50 more) to destroy. He could see no recourse from either of them, or from the real-estate man, or from Ephesus W. Halleck.

There remained, however, the luckless Mr. Funkhauser, still doodling happily on his sketch tissue. Him Mr. Blandings fired with a vicious suddenness that left, as one residue, a folder in the files of the American Institute of Architects, labeled "Funkhauser-Blandings Grievance Case." After an eventual chilly interchange, Mr. Blandings paid Mr. Funkhauser's bill of \$635 for "Preliminary Plans of Restored Blandings Residence" and received the blueprints thereof. They were cold comfort. So was

the report of Mr. Joe Perlasky, the local house wrecker. Mr. Blandings had consulted him on the sly, in the hope of presenting to Mrs. Blandings the happy news that they could realize perhaps \$2,000 out of the materials salvaged from the razing of the structure that was to have been the home of their children's children. Mr. Perlasky had figured for 15 minutes and then announced that he would take the house down, leave everything neat and clean around the foundation and not charge Mr. Blandings a penny more than \$850. "Charge?" cried Mr. Blandings. "Atsa right," said Mr. Perlasky.

In calculation one evening Mr. Blandings came face to face with the figure that in land cost, sur-

hopelessly so by a long shot. Mr. Blandings kept saying to himself. Manifestly, with some \$14,000 invested so far, you couldn't skimp on the building by putting up a mere \$6,000 bungalow. No—the house the Blandings' would have to build was that \$10,000 house they had in mind from the beginning. Prices were somewhat higher now, of course, so an adjusted figure would probably be something nearer \$12,500. That was the figure to shoot at anyway; it might come out a little on the high side, but still. . . . And suppose it even turned out to be \$15,000, when you included everything, as of course it wouldn't. . . .

The Blandings' began to spend their weekends in a rented cottage not far from their mountaintop and Mr. Simms used to drop in on them almost every Saturday or Sunday afternoon. He developed the really charming habit of bringing his drawing board, T square and triangles along with him, and in the sweet vernal afternoons he and the Blandings' would confer and plan together. Things went swimmingly. Mr. Blandings had only one complaint. "Simms makes things too small," he said. "If there's one thing I don't want in the country, it's to feel cramped."

To this criticism Mr. Simms replied that he was watching the cubage. The Blandings' had never heard of cubage before; it was, Mr. Simms explained, merely the over-all cubic contents that the walls and roof enclosed, and a rough rule of thumb was to figure that the sort of house the Blandings' wanted would cost about 45¢ to 50¢ a cubic foot. This sounded dirt cheap to Mr. and Mrs. Blandings. Mr. Simms, they felt (and told him), was holding a little too tight a rein on the cubage. Mr. Simms sighed a little. "It's getting to look more like an \$18,000 house every day," he said to the Blandings', who made noises of mild deprecation.

What the Blandings' wanted was simple enough: a two-story house in quiet, modern, good taste; frame and whitewashed brick veneer, to blend with the older architectural examples that dotted the hills about them. They wanted a good-sized living room, a dining room and kitchen on the first floor; four bedrooms and accompanying baths on the second; a roomy cellar, a good attic, plenty of closets and a couple of nice porches. And that was all.

A week or so later Mr. Simms said, "It's beginning to look more like a \$22,000 house than anything else," and for the first time the word "mansion" was used in conversation—facetiously, of course.

It was apparent at last that the plans would soon be finished. Mr. Blandings, having missed several sessions between his wife and Mr. Simms, had fallen seriously behind the procession and had the uneasy feeling that his house was now beyond his control. He would discover his wife and his architect discussing in familiar terms the breezeway, of which he had never heard. Matters of cabinets, shelving, random-width floor boards, gutters, dry wells, olive-knuckle butts, flues, muntins, mullions, tiles, shakes, ranges, pitches and reveals came at him in unexpected ways and from unanticipated angles.

"I sometimes wonder if you people know what you're heading into," Mr. Simms said one night as he packed up to go home, but he and the Blandings' were in a relaxed mood, with highballs in their hands. It was a bad evening for warnings.

STORY IS LESSON FOR HOME BUILDERS

Mr. Blandings' chronicle is reprinted from the April issue of *Fortune* devoted to housing. Although it is in itself fictional, it sets down with terrifying accuracy some universal truths about building. Anybody who contemplates building a house should study this and be warned of pitfalls and complications. To a U.S. desperately short of places in which to live, Mr. Blandings' experiences should make clear the necessity for more efficient ways of getting houses built.

veys, Mr. Appolonio's fee, legal expenses (so far), Mr. Funkhauser's blueprints, demolition estimates and a dozen other items all small in themselves, he had so far spent or obligated himself to a total of \$13,881.34, and not the rasp of one saw or the blow of one hammer had yet been heard on Bald Mountain.

"Don't act surprised when the children grow up to be guttersnipes, hearing words like that in their own living room," said Mrs. Blandings.

"We can fix up that old house," said Mr. Simms, the new architect. "Of course we can. But it will cost you as much as building a new house. My advice is to start afresh."

Starting afresh sounded to Mr. and Mrs. Blandings like what they wanted most in all the world to do.

The Blandings' had begun their home-building career with the assumption that they had \$20,000 to spend. When the real-estate man had pointed out to them that \$10,000 for land and the old house, plus \$10,000 for "restoration" came to this precise figure, the logic and arithmetic had seemed very simple indeed. It was somewhat more clouded now, but not hopelessly so—not



"YOU SHOULD TEAR IT DOWN," SAID MR. APPOLONIO

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to join the world's most popular After-Shave Club

Choice of gentlemen everywhere, Aqua Velva is the world's most popular after-shave lotion. Cool as a mountain brook, it leaves your skin tingling and refreshed, feeling softer and smoother—with a clean, bracing scent.

Aqua Velva makes the perfect, luxurious finish to your morning shave. Dash a few drops on your face after shaving.

The J. B. Williams Co., Glastonbury, Conn., makers of fine shaving preparations for over 100 years.



A FEW OF THE MEMBERS

Brig. Gen. John J. Bradley, U. S. A., Ret'd.
Wilfred Pelletier Brock Pemberton
John Erskine Richard D. Morgan
Sir Cedric Hardwicke



Inherent
MARVIN
in every
Watch

Perfection of craftsmanship
Precision of performance
Peerless, enduring beauty



"IT'S BEGINNING TO LOOK MORE LIKE A \$22,000 HOUSE"

MR. BLANDINGS CONTINUED

When Mr. Simms, after going into a monastic seclusion for three weeks, emerged again, it was with a set of drawings and specifications that floored the Blandings: the simple plans and elevations that they had seen grow on the drafting board were superseded now by section drawings, framing plans, wiring diagrams; everything had become so dense with dimensions as to be undecipherable except to experts. It was time to ask for bids.

Mr. Blandings now felt it appropriate to consult Mr. Anson Dolliver, the president of the local First National Bank, about borrowing some money. Mr. Dolliver had been cordiality itself. "If we can ever help you out, up there on the hill," he had said, "just let us know." Now that at last Mr. Blandings was ready to apply for some mortgage money at Mr. Dolliver's bank, he envisioned cordiality in the extreme, the proffer of a fine cigar, the suggestion of a leisurely lunch at the tavern on the green and an open line of credit at a nominal rate.

What he encountered was nothing like that at all. As Mr. Blandings stated his readiness to contract a loan, Mr. Dolliver bit off the end of a cigar for himself and spat daintily in Mr. Blandings' direction. "Why, great grief," he said, as if he had been asked to do somebody's laundry, "we're loaned full up to our legal limit right now. Love to help you out, but. . . ." He left the sentence unfinished. Then he added listlessly, "My brother's the president of the savings bank across the hall. He might be able to do something. . . ."

Mr. Dolliver's misapprehension

Mr. Blandings had three separate conversations with the savings-bank brother, at the end of which the second-string Dolliver admitted that there might be circumstances under which he would make Mr. Blandings a \$10,000 mortgage loan at 6%. Feeling like Lord Keynes at the end of a tough mission, Mr. Blandings said that he had hoped for more money at less rate and Mr. Dolliver responded with a concise lecture on the risks of rural real estate that Mr. Blandings wished he had been able to think up by himself a year ago. So Mr. Blandings contented himself by wondering aloud how soon he might have Mr. Dolliver's accommodations, since his bids were almost due and he hoped to begin breaking ground very soon.

Mr. Dolliver snapped forward in his chair. "You want this money for construction?" he asked. Mr. Blandings said he did, in a voice he tried to make firm.

"You've had me at a misapprehension," said Mr. Dolliver. "This bank never makes construction loans. If that's your situation and you have some government bonds, I think my brother across the hall could work out something very satisfactory for you."

Mr. Blandings at this point discontinued negotiations with both Dolliver brothers.

Mr. Simms arrived on a Saturday morning, looking a little constricted about the mouth, but brisk. "We've got all our bids," he said. "I've summarized them on the top sheet."

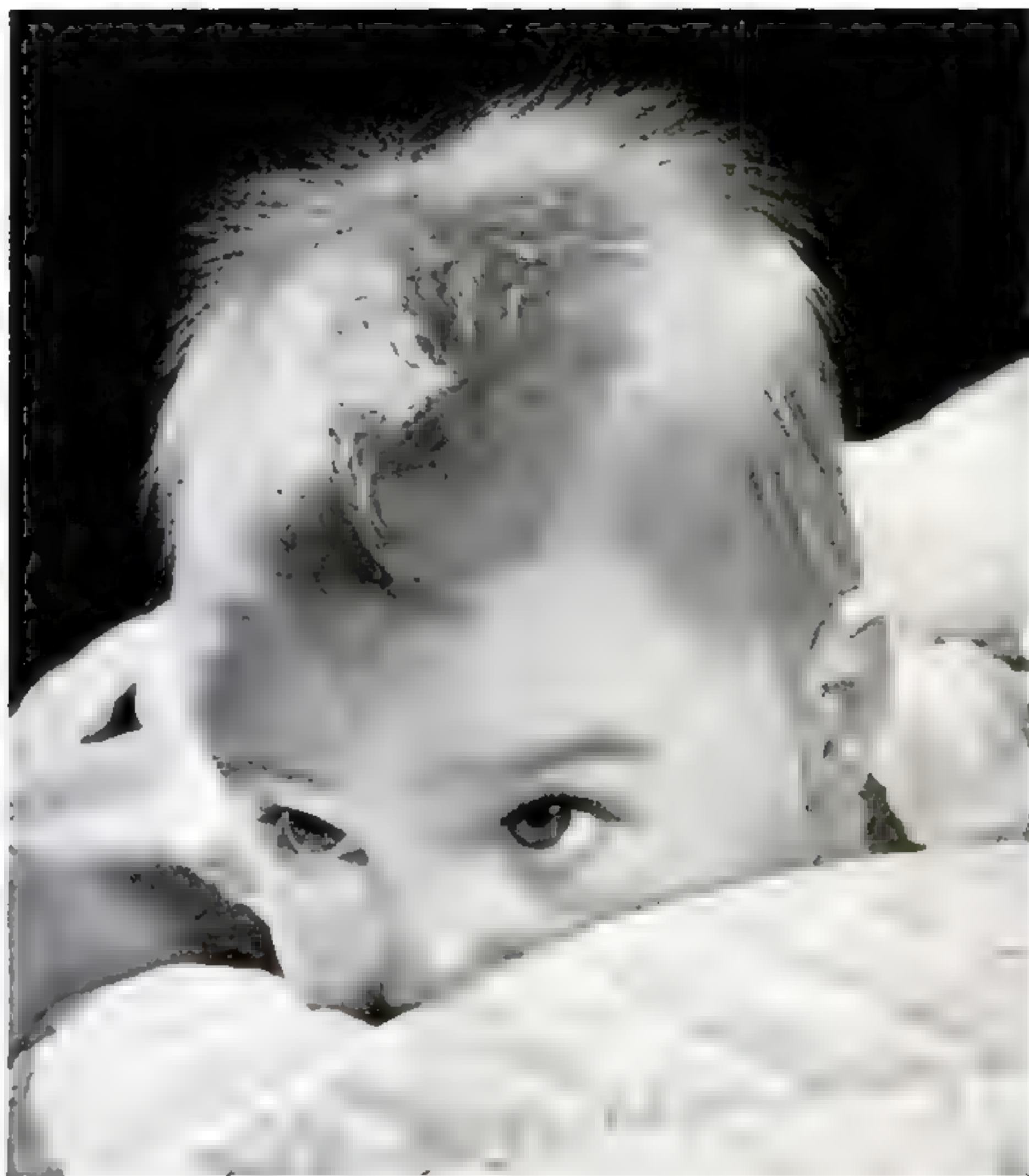
Mr. Blandings opened the manila folder and leaped upward as from a bayonet thrust through the chair bottom.

"Good God!" cried Mr. Blandings, and let the folder slip from

CONTINUED ON PAGE 115

PEACE OF MIND FOR NEW MOTHERS

Now that your baby is here, one worry you can safely forget is food to build a sturdy body.



Yes, millions of mothers can tell you how Gerber's Baby Foods have given them peace of mind, made their job of feeding baby easier. As final proof, they point to their happy, sturdy boys and girls—from toddlers up through the teen ages—who have been raised on these same baby foods.

If you could visit our two modern plants, you would see how every step in the making of



Today's children are taller and weigh more than those of the last generation, government figures show. We like to believe that the earlier feeding of prepared baby foods has done much to bring this about.

Gerber's Baby Foods is double-checked for quality. You would see the choice vegetables and fruits carefully inspected, then washed in pure, artesian water. You would see how the cooking and straining is done *by steam* the Gerber way to retain to the fullest precious minerals and vitamins . . . to help give your baby the right start in life.

We know our responsibility in feeding America's babies. We are proud of the part we are playing, along with the medical profession, in building the young citizens of tomorrow. For, to our way of thinking, babies are the most important people!

When you buy food for your baby, look for the Gerber trademark "America's Best-Known Baby" on every package!

Remember, it is always wise to check your baby's feeding program with your doctor.



This is National Baby Week. See what your dealer is offering for your baby. Note particularly the wide choice now available in prepared baby foods—vegetables, fruits, meat-combinations and cereals.

NATIONAL BABY WEEK—April 27 to May 4

• Give your baby the right start in life •

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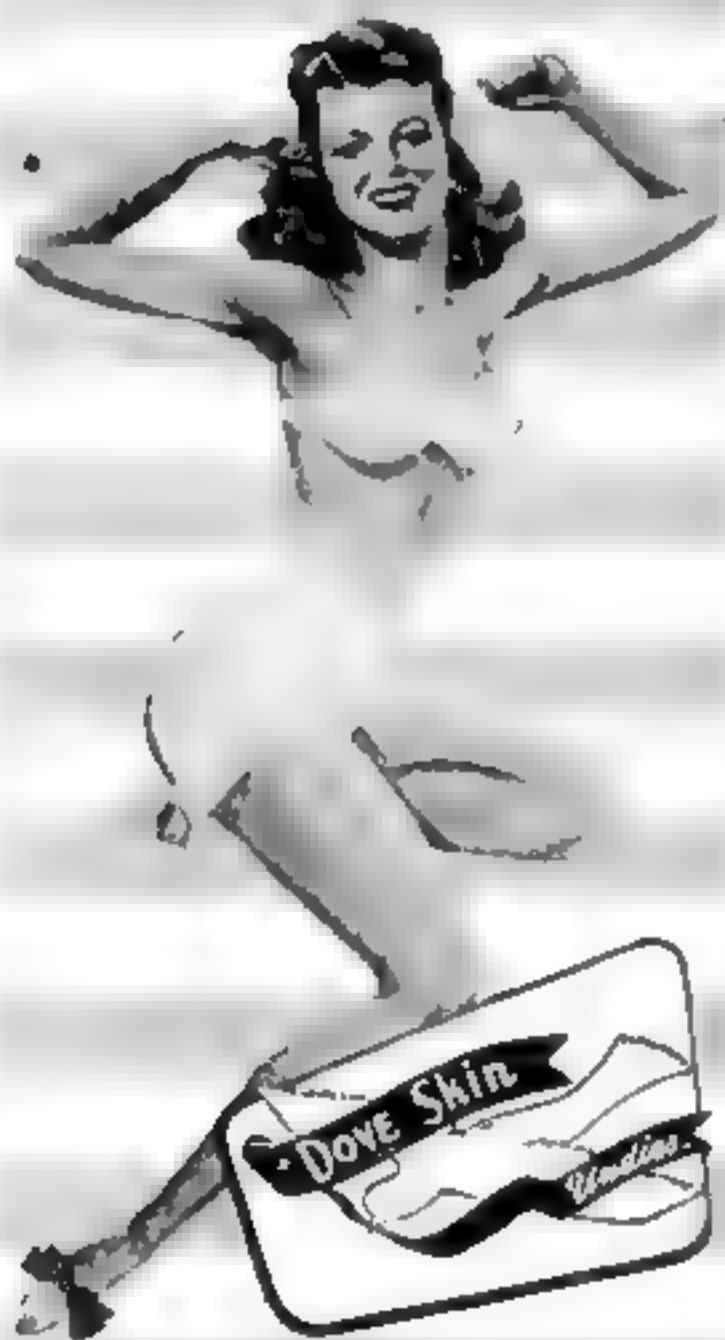
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MR. BLANDINGS CONTINUED

his grasp. Mrs. Blandings, a stouter soul, bent her gaze and read:
ESTIMATES BLANDINGS' JOB—BALD MOUNTAIN
Antonio Doloroso, Builders.....\$32,117.00
Caries & Plumline.....\$34,265.00
Julius Akimbo & Co.....\$37,500.00
Zack, Tophet & Payne.....\$28,920.50
John Retch & Sons.....\$30,852.00

"There are a couple of things to be noted from this," said Mr. Simms, speaking in an even, level, slightly rapid voice. "In the first place, Julius Akimbo obviously doesn't want the job or he wouldn't have put in any round-figure bid that size. As for that bid from Zack, Tophet & Payne I wouldn't touch it with a ten-foot pole. They have a reputation for bidding low and then loading on the extras. That sort of gives us three to choose between. They're all good builders; John Retch is as good as any and with that low figure I don't think you'll go wrong on him. Even as it is, I think we'll have to get to work and cut some of our costs."

This, Mr. Blandings thought in a blurred way, was putting it mildly. The cost-cutting job began then and there. What Mr. Blandings now discovered was that you could no more reverse the growth process of the house than you could shrink an adolescent back into last year's clothes. But there were, of course, some things to be done. Bronze casement windows changed to steel of the lightest cross section made. Red brass piping became galvanized iron. A whole flagged terrace disappeared. The house would now be insulated only to the eaves—and to hell with having a cool attic in summer. The plumbing fixtures became notably less Pompeian.

The lost terrace

Even so, it was slow, dispiriting work. It depressed Mr. Blandings deeply to observe that the elimination of the big flagged terrace on which he had already, in anticipation, had a few delicious drinks, saved him, on Mr. Retch's figures, only \$172.50. "If I was adding the terrace it wouldn't cost me a cent less than \$700," said Mr. Blandings savagely. But he said it to himself, for he no longer had anyone to talk to. He was being cheated, he was being bilked, he was being made a fool of, but he could not find the villain, because everyone was a villain—his wife, Mr. Simms, the local bank, John Retch and his burly, ugly, insolent sons, Mr. Funkhauser, Mr. Appolonio, Ephesus Halleck and the real-estate man—all, all had made him the butt and victim of a huge conspiracy, clever and cruel.

"There!" he heard Mrs. Blandings saying to Mr. Simms a fortnight later. "We've got Mr. Retch's figures down to \$26,991.17. That's more like it."

"I think we've pared it down as far as it will go," said Mr. Simms tactfully. "Retch is an honest builder, and that's about what your house will cost you if you don't start getting into extras with him."

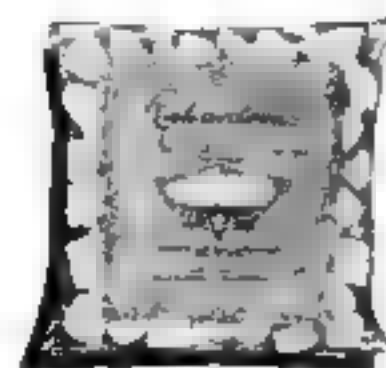
With one voice, but from deeply differing emotions, Mr. and

CONTINUED ON PAGE 120



"GOOD GOD," CRIED BLANDINGS AND LET THE FOLDER SLIP

U-ALL-NO



Richardson's



AFTER DINNER



10c

MINT

Pure Cane Sugar plus Natural Mint
(No Artificial Flavoring)

THOS. D. RICHARDSON CO., Philadelphia 34, U. S. A.

DRINK

Desbitt's



5¢

MADE FROM
Real
ORANGES

DID YOU MISS THESE CHANCES?

...your child doesn't have to!



The chance to get a head start on a future! The child, who learns to type at an early age, benefits all his life.

In college, typing saves time and improves outside work. When job-hunting time comes, typing skill pays off . . . especially for girls. And boys, too, find it one of the quickest entering wedges. Or perhaps a typewriter will be, to your child, the beginning of a writing career!

So, start your child now with a Royal Portable.



Why a Royal Portable is the right machine for your child: It's a regular office machine in portable size—with such work-saving features as these: (a) the famous "Magic" Margin that makes margin-setting quick and easy, (b) Shift Freedom, (c) Speedy Finger-Flow Keyboard, standard in size and key slope, (d) "Touch Control" which adjusts to light or heavy hands.

Quiet De Luxe model shown, \$64.50, plus tax. Also available, Arrow model, \$54.50, plus tax. All prices subject to change without notice. See your Royal Portable dealer now.



The chance to get better marks—with less work! Probably you did homework the hard way—scratching it out in painfully slow longhand that never did catch up with your quicksilver thoughts.

But your child's eager mind needn't always be chained to handwriting. Get him a Royal Portable Typewriter—and watch his marks! Tests made among thousands of school children showed *definite* improvement in marks when work was typed!



The chance to learn money-sense young—by earning! Your child will soon find his Royal Portable a fine pocket-money maker. (Even a child can teach himself touch typing with Royal's easy Self-Teacher Booklet: "The ABC of Touch Typing.")

For you would gratefully pay to have routine correspondence, club notes, recipes, etc., typed up. So would friends of yours. And your child will find it profitable to type themes for less lucky friends!

Don't let your child miss the chances you missed. Invest in his future by investing in a Royal Portable now.

ROYAL PORTABLE

The Standard Typewriter in Portable Size

"Magic" and "Touch Control" are registered trade-marks of the Royal Typewriter Company, Inc.

This new light bulb makes
summer evenings

delightful

READ IN COMFORT
OUTDOORS

Cuts
Attraction for
Night-Flying
Insects up to

92%

Bug Banisher

THE ORIGINAL
"INSECT-REPELLENT"
LAMP

Buy SEVERAL
FROM THE ATTRACTIVE
DISPLAY AT YOUR FAVORITE STORE

60 WATT 25c plus federal tax

COPYRIGHT 1948 VERD-A-RAY CORPORATION, Toledo 5, Ohio
CANADA VERD-A-RAY ELECTRIC PRODUCTS, LTD. 380 DES RECOLLETS, MONTREAL, QUEBEC
MAKERS OF THE PASTEL GREEN BULB FOR INDOOR USE



Cardinal
BONDED DIAMOND RINGS



Cherished Forever... a brilliant
Cardinal Bonded Diamond
Ring. An exquisite symbol, cre-
ated in a tradition of quality
and Bonded to fulfill today's
promise of loveliness for a life-
time. At your Dealers, \$50 to
\$500. Ring shown \$500.

Cardinal Diamond Syndicate
St. Louis, Mo. • Milwaukee, Wis.

MR. BLANDINGS CONTINUED

Mrs. Blandings assured Mr. Simms that there would be *no* extras.

Mr. Blandings' ego, scarred by forces too vast to identify, was powerfully restored a week later on his visit to the big, impressive savings bank in the industrial city of Seagate. Thither Mr. Blandings and his friend and attorney Bill Cole had gone to seek the mortgage that had come to naught with the local banks. In no more than an hour's conversation the bank agreed to advance Mr. Blandings \$18,000 at 5%, the loan to be amortized over 20 years, anticipation of repayments permitted. (That left plenty for Mr. Blandings to raise by other means, but he knew where he could hock the stock he held in his own company.) And, *of course*, it would be a construction loan; Mr. Blandings could have a wad of cash as soon as the bank's title attorneys completed their search on the Halleck property.

This last puzzled Mr. Blandings but did not disturb him. "I thought we'd done that," he said to Bill Cole as they left the bank together. "What did I pay old Judge Quondam \$125 for when I bought the property from Halleck originally?"

Bill Cole explained that that had been a title search, all right. "It would have satisfied the local bank if you'd been able to do business with them," he said. "But Seagate-Proletarian has \$5,000,000 out in mortgages in a hundred communities besides yours and they have to have their own guarantees and satisfactions, naturally. It won't amount to much. Their title attorneys are Barratry, Lynch & Replevin; they'll soak you \$200 but it'll be worth it to have their stamp of approval."

Rock!

On a crisp autumn morning the steam shovel arrived. Mr. and Mrs. Blandings, Mr. Simms and John Retch himself were present for the ground breaking, and Mrs. Blandings was delighted with the rugged honesty and great good humor of Mr. Retch—"A rough diamond with a heart of gold," she said. Mrs. Blandings was also happy that Mr. Blandings seemed himself again, as indeed he was. Any man who can raise \$18,000 in an hour's conversation with one of the biggest savings banks in the east has certainly no call to be so jumpy about finances as Mr. Blandings could now see, looking back on it all, he had permitted himself to become.

"I wonder why the steam shovel isn't working," said Mrs. Blandings. It had been more than an hour now since they had last heard its snortings come drifting down the hill.

"He's been at it five hours," said Mr. Blandings, speaking of the villainous-looking man who had turned out to be the excavating subcontractor. "Let's see what things look like."

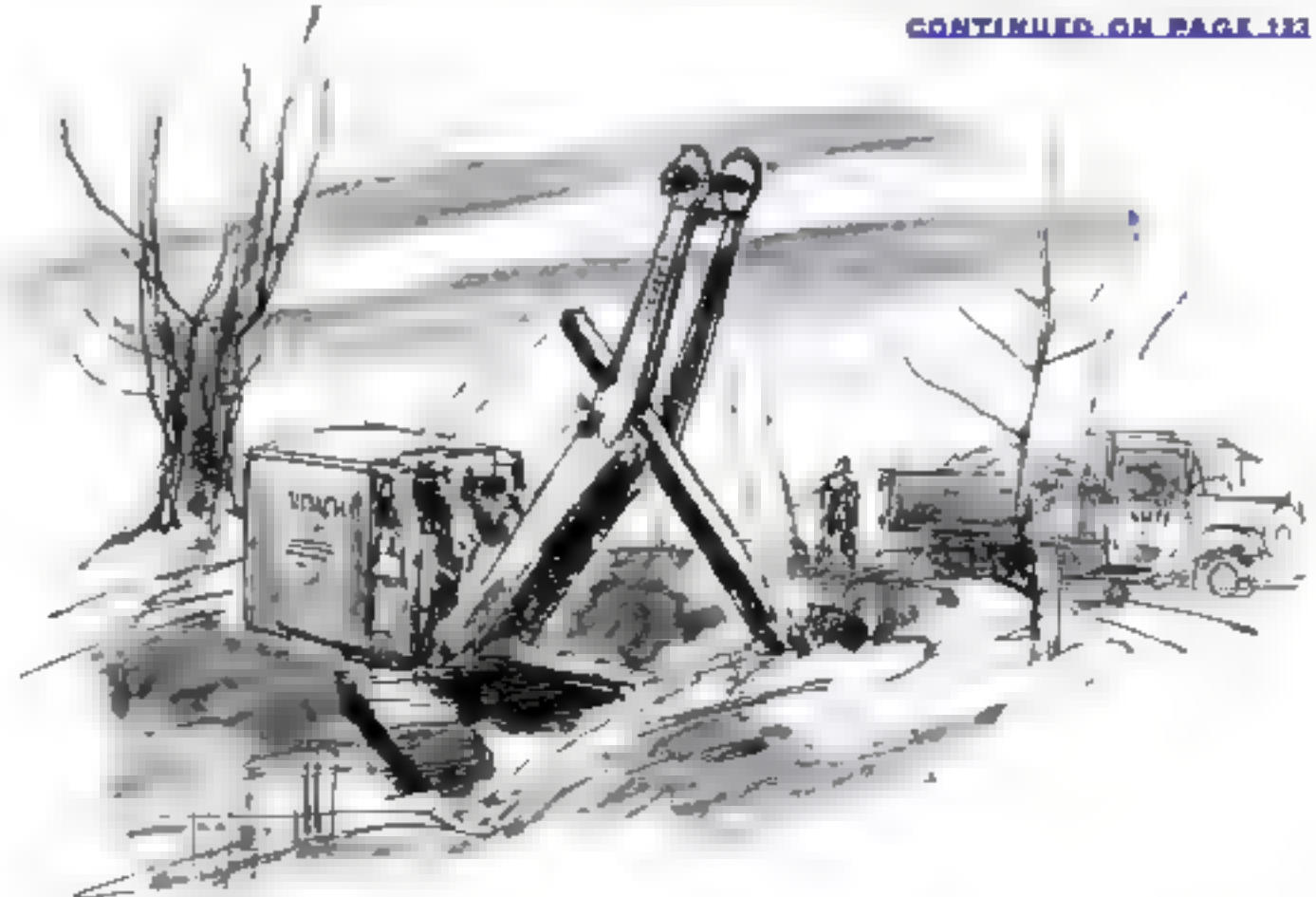
Hand in hand, the Blandings', like happy children, climbed the hill—their hill, as Mrs. Blandings put it. On the summit Mr. Attilio Campobasso's steam shovel rested unevenly on its treads. From the south portion of the staked-out ground it had dug a hole that went down six feet. Toward the north end the excavation was ragged and uneven and, while the shovel operator sat in his cab and smoked, three men with hand shovels were at work with the earth. As they worked, Mr. and Mrs. Blandings could see growing the outlines of what appeared to be a mammoth, ossified whale.

"Looka that," said Mr. Campobasso.

"Boulder?" asked Mr. Blandings.

"Boulder!" said Mr. Campobasso, uttering an unmusical laugh. "Atsa no boulder. Atsa ledge. We go home now, come back next week, start blasting, keep on blasting plenty, yes sir."

CONTINUED ON PAGE 122



IT HAD BEEN AN HOUR SINCE THEY HEARD ITS SNORTINGS



What the Friendly Stranger told Bud Bickford:

1 "From this line, I can see you have taste . . . refinement . . . and enjoy the good things of life."

2 "And this curve here shows you're a good mixer . . . and are popular with people. Now . . ."

3 "What do I see in this hand? Ah, a highball made with grand-tasting Kinsey Whiskey. That proves I'm right!"

4 "Yes, Kinsey is so superbly smooth . . . so full of rich, mellow flavor . . . that more and more people of taste are making Kinsey their 'first choice' whiskey."



KINSEY
the unhurried
WHISKEY
A BLEND
Since 1892

36.8 Proof. 65% Grain Neutral Spirits
Kinsey Distilling Corp., Linfield, Pa.

MOLDED SADDLE LEATHER



Hickok creates . . . a new custom treatment of fine, flexible saddle leather . . . molding it with unusual contour . . . in unusual color combinations. Molded Saddle Leather Belts, \$2.

another **HICKOK** first



"WHAT ARE WE TO DO WITH THE ROCK FROM THE CELLAR?"

MR. BLANDINGS CONTINUED

When he got back to his fireside, Mr. Blandings looked up Mr. Retch's estimates on excavation. The job was to be done for \$500 flat, except for the proviso, "If rock is encountered, removal by blasting at \$0.24 per cubic foot." It had not seemed much, but the nature of cubic equations eluded Mr. Blandings. He put pencil to paper to discover that an excavation 60 feet long, 28 feet wide and 6 feet deep contains 10,080 cubic feet.

Mr. Blandings was just beginning to wonder what sizable fraction of this figure should be multiplied by \$0.24 when the phone rang. With a leaden hand Mr. Blandings placed the receiver at an ear that did not wish to hear. Bill Cole's voice greeted him with what Mr. Blandings instantly knew to be false cheer.

"I don't want you to fly off the handle, Jim," Bill's voice said, "but there's a little hitch."

"What kind of a hitch?" Mr. Blandings heard himself ask.

"I've just been talking to Barratry, Lynch's man, Joe Pugh, who's doing your legal job for the bank," said Bill Cole.

"And so what?" said Mr. Blandings.

"There's a flaw in the title," said Mr. Blandings' attorney.

EXCERPTS FROM MRS. BLANDINGS' DIARY:

Oct. 7: Mr. Campobasso's blasting foreman wanted to know if we had liability insurance: a sharp piece of rock apparently fell on one of old Mr. Lange's chickens half a mile down the road and he was very nasty about it. Blasting probably to go on another two weeks, at least. Nervous headache.

Oct. 10: I don't understand trouble over the title and I don't think Bill Cole does either. The title lawyers say they have nothing to show them that Mr. Halleck was entitled to act as the administrator of his father's estate, from which it seems we bought, not from Mr. Halleck himself. Mr. Dolliver at First National Bank was gleeful when he bumped into me this morning, said anybody but a dumb city bank would know that of course Ephesus was his father's administrator and had always "been so accepted" since the old man died in 1922.

Oct. 22: Mr. Retch asked for some money today. He got Campobasso to compromise his blasting bill at a flat \$1,900! A nasty man, if I ever saw one. Jim put up most of his Amalgamated stock to borrow \$15,000 to tide us over until the bank loan comes through. We have to get something called a "waiver of lien" from every one of Mr. Retch's subcontractors before the bank gives us a penny and there must be at least 20 of them!

Nov. 4: It would freeze in November so hard the concrete man can't pour any of the forms for the cellar walls!

Nov. 5: A man came around and wanted to sell us a tennis court this afternoon. There were also three tree salesmen on the premises. I didn't know trees had salesmen.

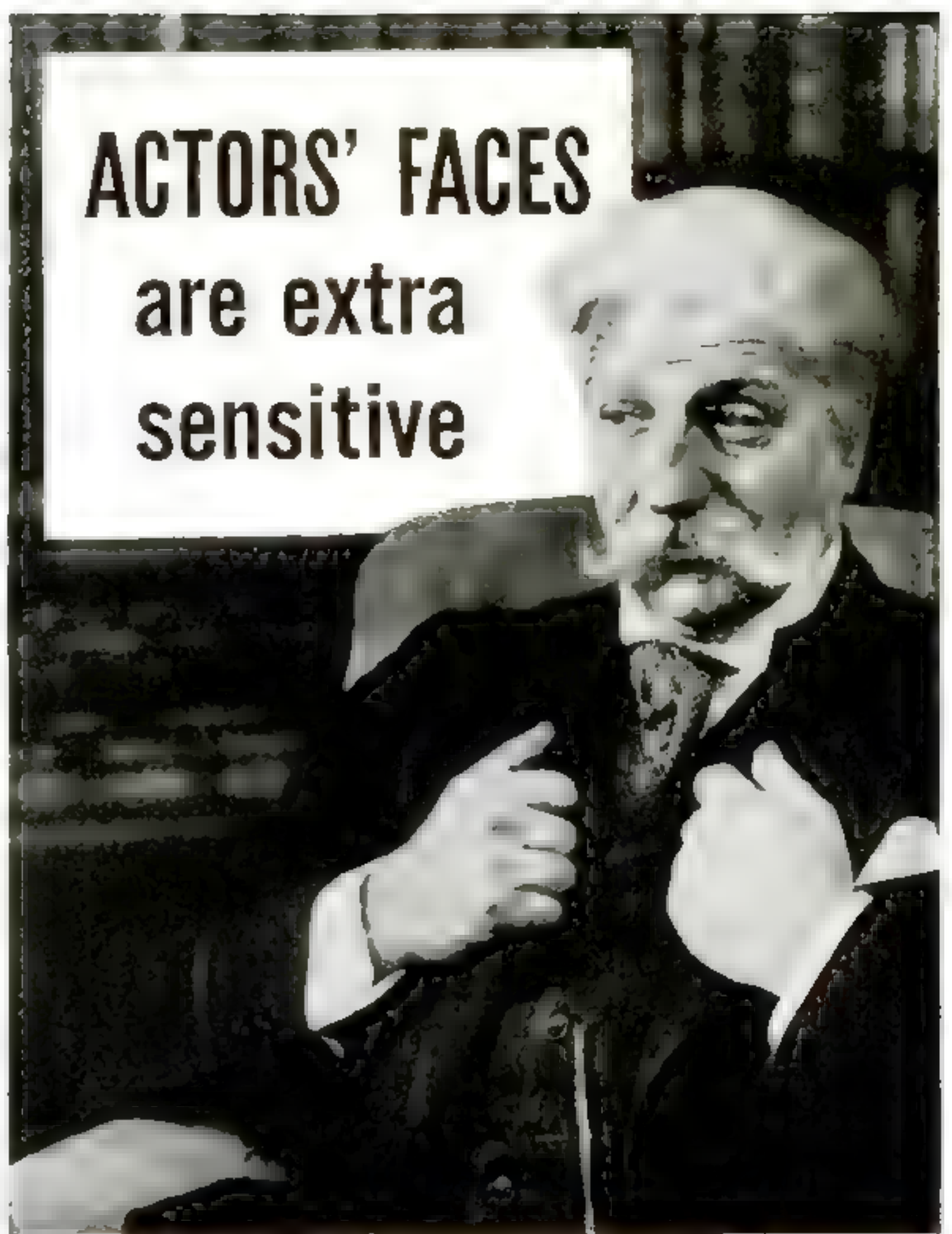
The mystery of the windows

Nov. 15: What are we going to do with all the rock that Campobasso man excavated for the cellar? Nobody will take any responsibility for it; even Mr. Simms just shrugs his shoulders and changes the subject. But there it is, a mountain of it, right in front of where the front door is supposed to be. I insist it be carted away.

Nov. 27: Glory be! Bill Cole says the bank and its lawyers are ready for "the closing." This means now we get our money at last. All Jim has to do is give the law firm \$500 "in escrow" in case anything should go wrong with those wretched "waivers of lien" from

CONTINUED ON NEXT PAGE

ACTORS' FACES are extra sensitive



—that's why Louis Calhern
shaves with soothing WILLIAMS

LOUIS CALHERN, famous Broadway star now winning critical applause in "The Magnificent Yankee," passes along this tip about shaving: "Taking off make-up has made my skin tender, so I always use Williams. It never stings or irritates."

There's a good reason why Williams is so gentle to a tender face. Made only from top-grade, mild-to-begin-with ingredients, it's put together as carefully as a doctor's prescription. In Williams, you enjoy the result of over 100 years' experience

in the manufacture of fine shaving preparations.

Smooth, easy shaves

Williams famous super-soaking lather wilts wiry whiskers completely limp. It lets your razor shave off hard-to-cut beards cleanly and quickly — without bothersome pull or scrape.

Follow the lead of distinguished actors and well-groomed men in every walk of life. For real shaving comfort and performance, rely on Williams Shaving Cream.



BORIS KARLOFF is another popular star who's learned the secret of easy shaving. He says: "Removing make-up makes my skin very tender, and I must shave closely. But my face feels fine when I use Williams Shaving Cream. It lets me shave as close as I like without irritation."

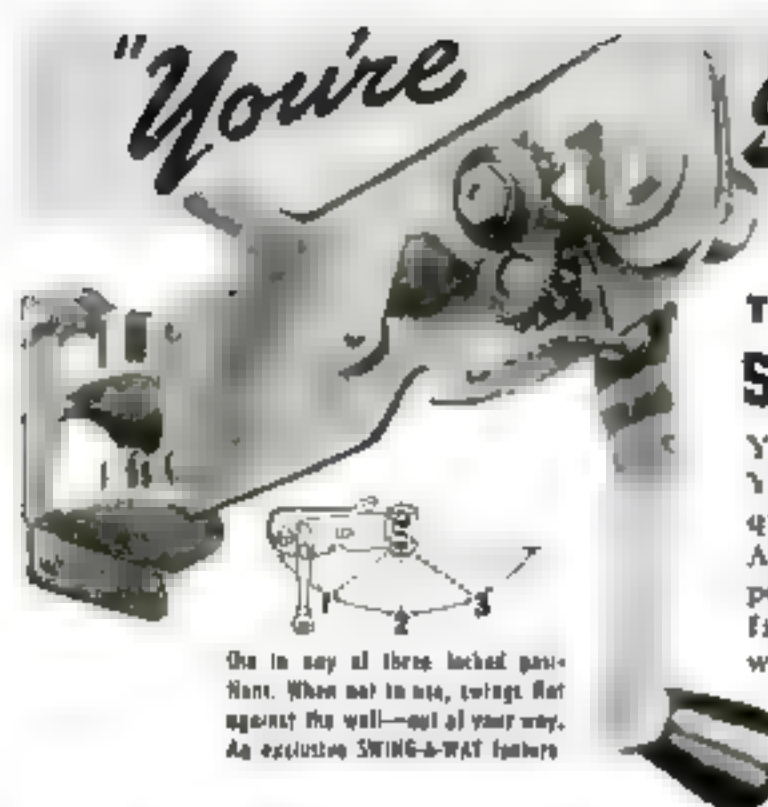


"You're Simply MARVELOUS!"

SAID THE PEACH TO THE SWING-A-WAY

You're really wonderful. You opened that can so quickly and smoothly. And never a slip. We peaches had perfect confidence in you all the way around.

One in any of these locked positions. When not in use, swing flat against the wall—out of your way. An exclusive SWING-A-WAY feature.



THE KING OF CAN OPENERS FOR THE QUEEN OF THE KITCHEN

Patented double synchro-gears assure positive, SAFE cutting action... will not slip, skip or jump. Cans of all sizes and shapes are held securely and smoothly opened with a twist of the wrist. Always ready and SO easy to use. Leaves smooth round edges and lifts lid for easy removal. Fully guaranteed. Has built-in handy bottle opener.

At better stores everywhere, or send check or money order for \$2.00 (\$2.25 West of Denver) plus 15c for mailing to SWING-A-WAY Steel Products, Northridge 34, Chicago 34, Ill.

SWING-A-WAY CAN OPENER

You Can Get Quick Relief from Tired Eyes

MAKE THIS SIMPLE TEST TODAY

EYES OVERWORKED? Just put two drops of Murine in each eye. Right away it starts to cleanse, soothe and refresh your eyes. You get—

QUICK RELIEF! Murine's seven scientifically blended ingredients quickly relieve the discomfort of tired, burning eyes. Safe, gentle Murine helps thousands—let it help you, too.

MURINE FOR YOUR EYES



KID O'Sullivan Says

"O'Sullivan's are favorites With busy men of action Because they're tough and springy And give sure-footed traction!"



AMERICA'S No. 1 HEELand sole

HEADACHE? TAKE A TIP FROM ME



FOR QUICK RELIEF FROM HEADACHES NEURALGIC & MUSCULAR PAINS



10¢ AND 25¢

CALTON: USE ONLY AS DIRECTED

eager-to-swim WATER FASHIONS



CALTEx OF CALIFORNIA • 3116 BEVERLY BLVD. 105 ANGELES



ACROSS THE MOAT THE BLANDINGS' REMOVED THEIR SHOES

MR. BLANDINGS CONTINUED

those filthy subcontractors. Jim turned purple at the idea of giving Barratry, Lynch another \$500, but he wrote out a check just the same. Five toilets arrived today and they're lying all around the field. It looks *unspeakably vulgar!*

All work on the house now came to a stop. The window casements had not come.

The truck had left the factory and would be on the site tomorrow. No, the truck had not left, the windows had been shipped by freight. No, the windows would be shipped by truck when they were ready, which would not be for another three weeks. No, the windows must be there and mislaid by the contractor. No, an order for the windows had never been received, but "we would give your valued custom promptest attention should we be so favored."

Mr. Blandings actually felt a sense of triumph when, after a while, roughly half of the windows arrived and the truckmen dumped them in a disorderly pile in the roadway. Several days later, two window installers arrived, very drunk, looked at the windows and roamed away again, never to return. Mr. Blandings ventured to inquire of Mr. Retch why some work could not go forward even in the absence of the remaining windows or any crew to install them. This inquiry struck Mr. Retch as in the most flagrant bad taste. In coarse tones he explained to Mr. Blandings that (a) the mason subcontractor was stalled since he could not complete his brick courses around the missing frames; (b) the heating subcontractor could make no further progress until the house was closed in; (c) the tiler hired for the bathrooms could affix no tile; (d) not even the subfloors could be laid when the house was still open to rain and snow; (e) it was manifest that plastering could never be started now until spring, if at all, and (f) the electrical subcontractor's workmen refused to run any more BX cable around wet joists and columns. He ended by confidently predicting that the whole house would shortly burn down from one of the temporary oil stoves the workmen insisted on using to keep their hands warm enough to hold a hammer, and whose fault would the whole blinking business be then?

Suddenly enough windows arrived to build a biscuit factory.

A few little extras

LETTER FROM MR. J. H. BLANDINGS TO MR. JOHN RETCH: DEAR RETCH:

It is some time since my wife or I have visited the house and I can only hope that the work is progressing as fast as the receipt of money requisitions from you seems to indicate.

Meanwhile, I am at a loss to understand the multitude of matters being billed to me, or in most cases what the items specified refer to at all. I herewith quote and comment on the following from your latest requisition.

Item 7A: "Redesign of doors No. 102, 107, 108, 112 . . . \$120 00"

CONTINUED ON PAGE 122

THE FORTY-NINER
by *Speidel*



THE PERFECT

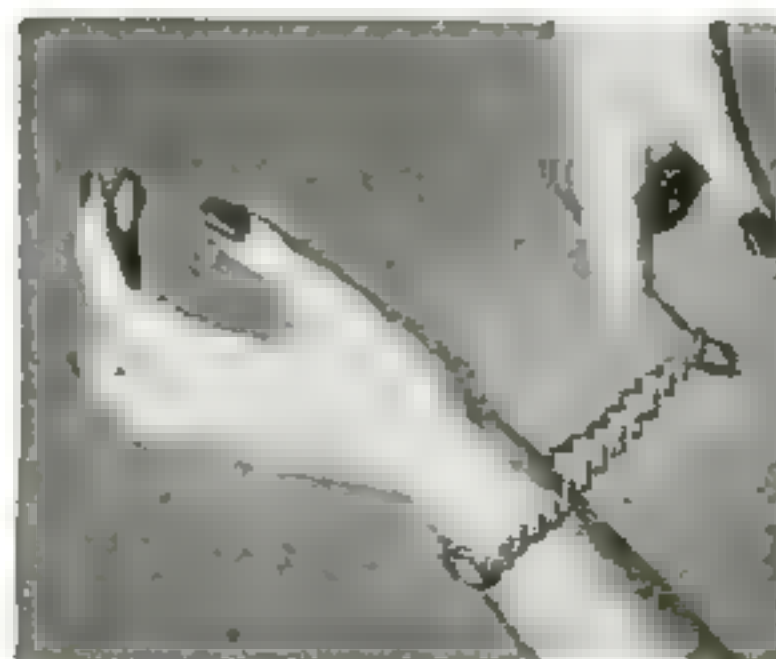
Mother's Day Gift

BECAUSE IT'S PERFECTLY BEAUTIFUL

Why not give Mother a gift she'll remember and cherish for years—
a luxurious Speidel Forty-Niner expansion watch bracelet!

- It's genuine 10k gold and stainless steel—slender and luxurious.
- It adds beauty to any watch, smartness to any woman's appearance.
- The links e-x-p-a-n-d, so the Forty-Niner can't fall off her wrist.
- Always fits perfectly. No catches, no buckles—it just slips on or off.

After all, you know jewelry means so much to a woman. So say "I love you" this Mother's Day in a grand way . . . with a luxurious gold Speidel Forty-Niner.



NOTE how the
links e-x-p-a-n-d.
This provides per-
fect fit, absolute
comfort and elim-
inates all catches
and buckles.

MISS FORTY-NINER \$25
MEN'S FORTY-NINER \$32⁵⁰
FEDERAL TAX INCLUDED

AT BETTER JEWELERS, or write for information to SPEIDEL CORP., PROVIDENCE, RHODE ISLAND

SAMUEL GOLDWYN PRESENTS...



Daffy, dizzy, delirious Danny Kaye, in "THE KID FROM BROOKLYN"! It's a howl-a-minute parade of mirth! You'll be hanging on the ropes... punch-drunk from laughing!

Master-showman Samuel Goldwyn has come through again with a breath-taking, Technicolor musical comedy! It's sparkling with glamor, romance, lilting melodies, and that uncanny Danny Kaye!

To help Danny roll you in the aisles, (as if he needed help), there's side-splitting comedy by Eve Arden, Lionel Stander, Walter Abel, and Fay Bainter!

Danny's the magnificent milkman with the evaporated brain, who's suddenly whipped into the cream of society. And what more could he ask than gorgeous Virginia Mayo; Vera-Ellen, Samuel Goldwyn's vivacious dancing discovery; and those bubbling, bewitching beauties, The Goldwyn Girls!



"THE KID FROM BROOKLYN" has cornered all the laughing-stock on the market in the gayest, grandest panic since grandpa won the Irish Sweepstakes! Oh, really? No, O'Reilly!

MR. BLANDINGS CONTINUED

(Mr. Simms tells me that there was no redesign on any doors on the job whatsoever.)

Item 12: "New installation of well casing . . . \$96.50" (If, according to your own explanation, the well casing installed by Mr. John Tesavis on his contract with me was cracked by the blasting done by your excavating subcontractor, I fail to see why I should bear replacement cost.)

Item 14: "Substitution of 220-volt main switch panel in cellar \$139.89" (What is the meaning of this? It is the eighth major extra so far on the electrical subcontract. Why was a 220-volt switch panel "substituted" for something else?)

Item 17: "Furring down ceiling for kitchen cabinets . . . \$102.00" (Insofar as I understand this charge, I consider it outrageous. You must have known the dimensions of the kitchen cabinets from the beginning; if you did not, then either you or Mr. Simms appears guilty of negligence. But you bill me just the same.)

Item 22B: "Mortising five butts . . . \$1.68" (This refers to something I do not understand and the charge is small—but apparently whenever a carpenter picks up an extra chisel it costs me extra money.)

Item 30: "Furnishing and installing one Zuz-Zuz Water Soft-N-R \$365.50" (I will not have any such piece of equipment in my house. Who authorized it? I will not pay this charge, nor any subsequent extra for "Removal of Zuz-Zuz Water Soft-N-R.")

Item 38: "Time and overtime relocating oil burner \$215.00" (The oil burner was never relocated; it is supposed to be where it is marked on the plans.)

All this totals to \$1,040.57—a not inconsiderable expenditure. I shall expect to hear from you directly.

FROM MR. JOHN RETCH TO MR. J. H. BLANDINGS:

. . . Only time in our experience when an owner has taken any such position. We have passed up many extra items without bill, because we have wanted you to be satisfied all along the line. Pardon our suggestion that you and Mrs. Blandings ought to get together, but furring of kitchen ceiling was discussed with her and she said cabinets must fit exactly "at all costs." We could have left in the smaller electrical switch panel specified by the architect against advice of electrician and leave resulting fire hazard up to you, but preferred to take the honest course and bill you in the open. The Zuz-Zuz people make a fine water softener and we were looking out for your interests in not letting the unusually corrosive water from your well ruin your fine boilers and water lines. We discussed this with Mr. Simms when we could not get ahold of you and he said he would explain, which it appears he has not. As to the oil burner. . .

FROM MR. J. H. BLANDINGS TO MR. JOHN RETCH:

. . . And I enclose a check for \$1,040.57.

When Mr. and Mrs. Blandings resumed their visits to Bald Mountain it was in the flowering spring. They saw the house and a cry escaped them. It was a cry of joy. There it stood in its gleaming whiteness, more lovely than the fairest drawings that ever Mr. Simms had drawn. The house seemed to await them as a girl would wait with downcast eyes for her lover's first shy kiss.

The entrance to the citadel was not accomplished with ease; the house appeared, on closer examination, to be floating placidly on a sea of mud where the new grading had been liquefied by the warm rains. But once across this ten-foot moat, the Blandings' removed their ruined shoes and stood with reverence in their stocking feet upon the gleaming oaken floors. . .

The Blandings' had built a good house—a very fine house indeed. Only Mr. Blandings really knows how much money he spent on it. But no one would go wrong if he took something like \$51,000 as a basic figure.



THE BLANDINGS' HAD BUILT A VERY FINE HOUSE INDEED

Your Loveliness
IN THE BALANCE

When his eyes weigh your loveliness . . . be serene! Entrusted to heavenly Attar of Petals Essences, Face Cream, Powders, your loveliness will rise triumphant. Try these enchanting toilettries \$1 to \$3.75 (plus tax)

ORLOFF
Attar of Petals

TO USE FOREVER AFTER, the hand-painted Apothecary Jars inspired by historic antiques at Fredericksburg, Va. Labels provided for various re-uses.
Two P. J. and Co. Inc. New York 5

*You fish in
vain for words
to describe your
first big catch*

You live it all over again each time you think of it...and you are reminded that never again can you duplicate that first, great fishing thrill.

Yes, you can try to describe a grand adventure, but words can never make your listener *feel* your surprise, your excitement or your pride. There are many other things in life that actually must be seen, heard, felt, inhaled or tasted to be appreciated. That is why no words in any language can tell you what you experience when you enjoy the distinctive taste and bouquet that have made Budweiser the most popular beer in all history.

ANHEUSER-BUSCH • • ST. LOUIS



*Every sip tells you what words can't
—why Budweiser is
something more than beer...a tradition*

Budweiser

©1946 A-B CO

AHEAD LIE SHOALS ...AND TREMENDOUS GOALS



Having kept the vow to protect its way of life, America now knuckles down to the job of giving that way of life new length, breadth and lustre. And what a job it will be! Problems aplenty will pile up. That's good. Problems produce resourcefulness. Achievement will be everywhere—offering incentive for still other far-flung goals.

The people of Olin Industries have a zest for what's ahead. They've always fostered free enterprise. They'll not now rest on their oars.

We of Olin Industries are busy supplying more and better explosives for the expansion of transportation arteries, land reclamation and water-power projects. Improved firearms and ammuni-

tion for sportsmen are coming from our plants. Tailor-made metal alloys to do a thousand-and-one jobs on 'planes, trains, ships and motor cars roll from our mills. Each nightfall sets thousands of our flashlights to winking . . . and sturdy batteries pull radio entertainment out of the air for folks far from power lines.

Today, the people of Olin Industries are proud of the protection, comfort and pleasure that their present products offer to millions of Americans. But, they are prouder still of the fact that of all that they have to offer, nothing is in greater abundance than ingenuity, integrity and good, old-fashioned hard work.

OLIN INDUSTRIES, INC., *East Alton, Illinois*

OLIN

*Contributing To Your
Protection, Comfort
and Well-Being*

Products of Divisions, Subsidiaries, Affiliates

WINCHESTER ARMS, AMMUNITION, FLASHLIGHTS, BATTERIES, ROLLER SKATES, HEAT EXCHANGERS • BOND FLASHLIGHTS, BATTERIES • WESTERN AMMUNITION, TARGETS, TRAPS • WESTERN BRASS, BRONZE, PHOSPHOR BRONZE, NICKEL SILVER, COPPER • EQUITABLE, COLUMBIA, LIBERTY AND WESTERN COMMERCIAL EXPLOSIVES, BLASTING CAPS, BLACK POWDER, RAILWAY FUSEES AND TORPEDOES.

MOVIE OF THE WEEK:

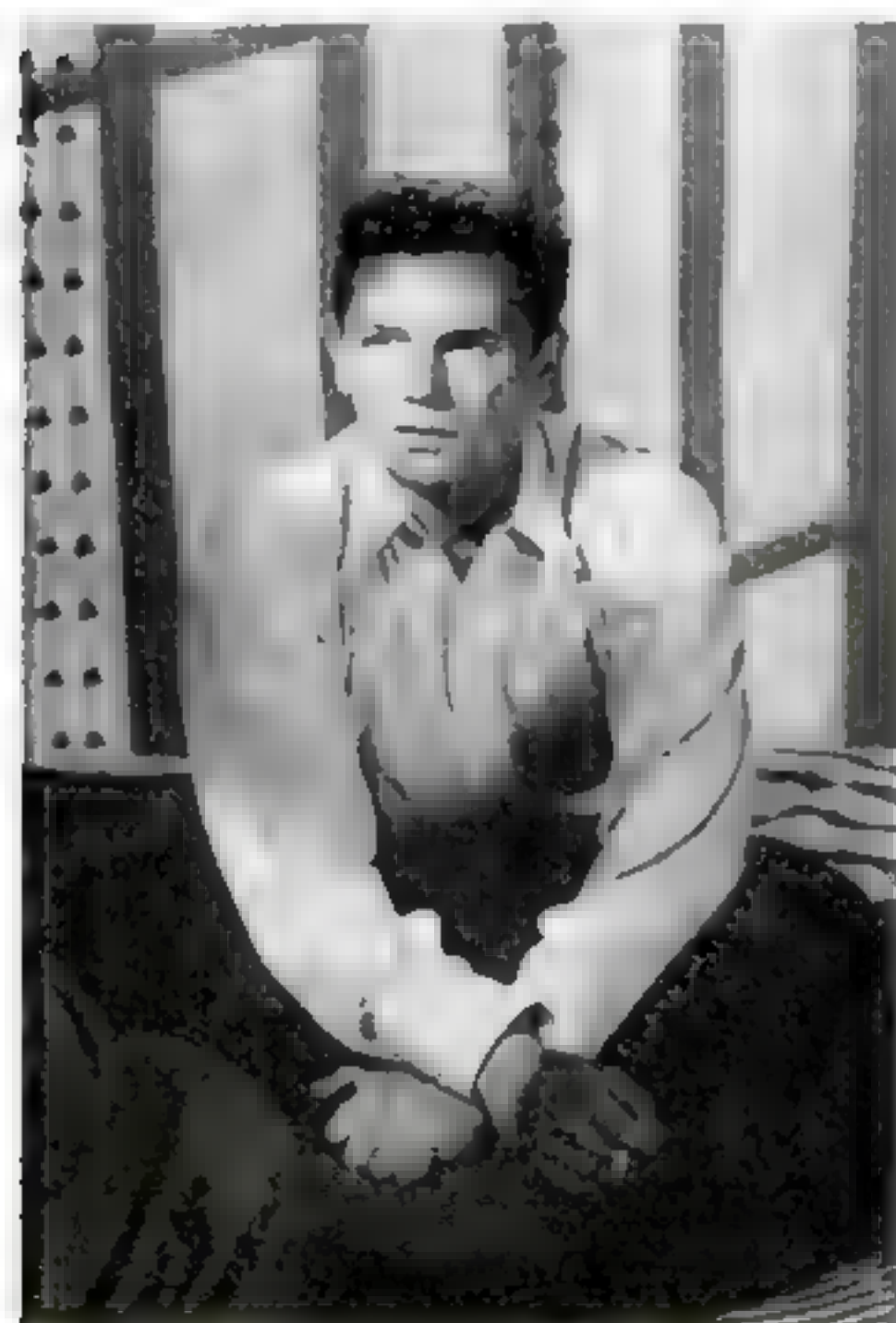
The Postman Always Rings Twice

Lana Turner and John Garfield star in sexy Cain murder yarn

No novelist is more successful in Hollywood today than James M. Cain. Even when watered down for the screen, his novels possess a brutal sexiness which has twice struck box-office gold in *Double Indemnity* and *Mildred Pierce*. During Hollywood's current fascinated interest in crimes of passion, studios are busy producing Cain stories considered too hot for the censors in the 1930s.

One example of this is Cain's latest screen exhibit, *The Postman Always Rings Twice*, made from his first and best novel, which Metro-Goldwyn-Mayer bought in 1934 and then waited more than ten years to film. It dressed the story up with Lana Turner and John Garfield, both aptly cast in their respective roles of a scheming trollop and a passion-ridden but rather stupid hobo. With frequent interludes of moonlight swimming they fall in love, concoct a plot to murder the heroine's husband, get away with it but ultimately meet with retribution. She dies in an auto accident, he in the gas chamber for a crime he did not commit.

Being a reasonably complete catalog of the seven deadly sins, *The Postman* is not a movie for the fainthearted. But those who prefer romance-with-a-snarl to romance-with-a-sigh will like it very much. Director Tay Garnett takes too long (113 minutes) to spin out his story—a common failing in current movies—but there is plenty of suspense and, whenever Turner and Garfield take over the screen, more fireworks than the Fourth of July.



IN PRISON John Garfield awaits a summons to gas chamber for murdering his wife (Lana Turner, right).



Back again!

100% VIRGIN WOOL
SUMMER WEIGHT



SPORT
SHIRT

Styled by
BUCK SKEIN
JOE
REG. U. S. PAT. OFF.



Tough. You have to lean on a grindstone to go through it. You see, wool is full of life and elasticity when it's right off the sheep's back. And it's an art to weave this serge so that it will wear longer, yet always retain its cloud-like softness.

Master Tailoring. The sports collar is cut so low that even when buttoned, you don't feel it. The shirt is made strong. I use 150 yards of thread in each shirt, and the reinforced parts will outlast the fabric. Big flap pockets. Cut full length so tails stay tucked in.



Virgin Wool. 100% virgin wool insulates in summer and keeps you cool, because the long wool fibers absorb perspiration. Wraps you in a summer breeze.

This virgin wool lightweight serge comes in these colors: Sky Blue, Yellow Gold, and Sea Green. See your dealer. If he hasn't one left in stock, fill out the coupon and enclose your money because I want you to own one of these Buck Skein Joe shirts made of pure virgin wool.

As ever **Buck Skein Joe**

c/o Lustberg, Nasr and Co., Inc., Manufacturers
212 Fifth Ave., Dept. L-4, New York 10, N.Y.
See that I get this 100% virgin wool sport shirt
Sky Blue ☐ Yellow Gold ☐ Sea Green ☐
Neckband size _____
Here is my \$8.95 check ☐ or money order ☐
Name _____
Address _____

Copyright 1946, Lustberg, Nasr & Co., Inc., N.Y.C.

"The Postman Always Rings Twice" CONTINUED



AT ROADSIDE RESTAURANT Proprietor Nick (Cecil Kellaway) introduces his wife Cora (Lana Turner) to his new hireling, Frank (John Garfield)



FRANK AND CORA quickly fall in love, spin their romance around moonlight dips. They plan to kill Nick, whom Cora hates, take over his restaurant.



HORRIFIED when their plan to murder Nick by staging bathroom accident miscarries, the lovers await discovery. But trusting Nick suspects nothing.



clean as a WHISTLE!

The gleaming whiteness of a Sani-Flush-cleaned toilet bowl means real cleanliness. Sani-Flush removes stains and invisible film where germs lurk and odors thrive. Remember—a clean toilet bowl has no odor. The chemical, disinfecting action of Sani-Flush, used regularly, ensures a clean, odorless toilet bowl always.

No messy scrubbing—effective in hard and soft water—safe in septic tanks—sold everywhere.

Sani-Flush

QUICK
EASY
SANITARY

Guaranteed by
Good Housekeeping



SAFE FOR SEPTIC TANKS

Sani-Flush won't harm your septic tank. This has been proved by a nationally-prominent research laboratory. Your copy of its scientific report is free. Write for it. Address The Hygienic Products Co., Dept. 121, Canton 2, Ohio.

LIFE

MORE READERS
EVERY WEEK
THAN ANY
OTHER MAGAZINE
IN HISTORY

**TREAT TIRED
EYES WISELY**



Eyes smart? Tired? Red-looking? Try Eye-Gene. Its formula contains an exclusive ingredient that helps cleanse and clear your eyes better . . . quicker . . . than any other eye lotion you ever tried before. Try Eye-Gene. It is safe . . . harmless . . . stainless . . . inexpensive.

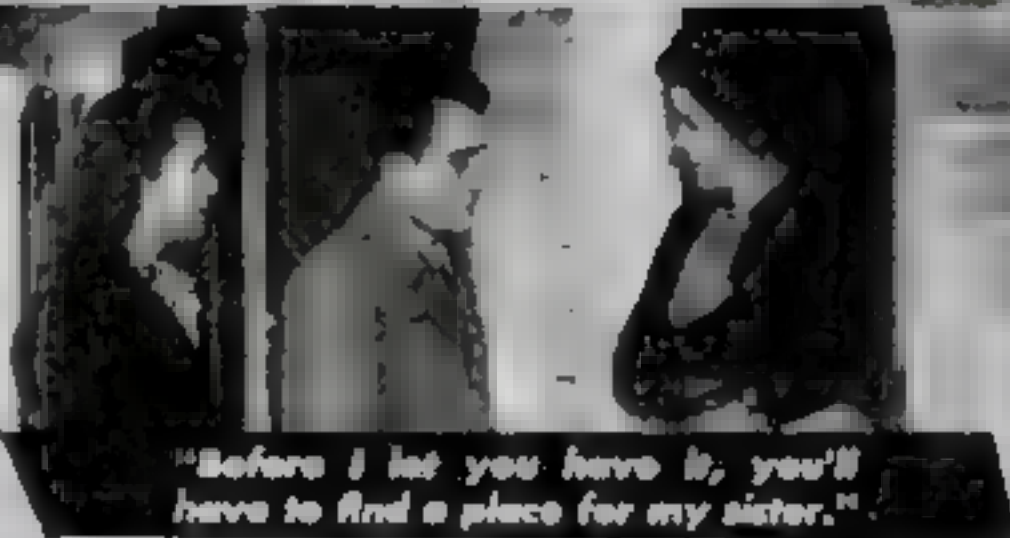
EYE-GENE

2 DROPS CLEAR, SOOTHE IN SECONDS

CONTINUED ON PAGE 122

See the **NEW**
MARCH OF TIME

The Situation!



"Wanted..."
**MORE
HOMES"**

The Solution?



A MOVIE FOR THE MILLIONS... WITH SPECIAL MEANING FOR YOU

Here is a picture that's so true, you'll feel almost as if you're in it yourself. This year will find more than 3,000,000 families (mostly returned veterans) looking for places to live in—and not finding them... and this in the world's richest, most resourceful nation. MOT finds out for you what's being done about it—in a film that tackles our biggest national problem, shows you how the Public, Industry, Labor and Government are tackling it, too.

LIFE has shown you the storage wall, radiant heating, glass rooms, many another design for living-to-come... and also the grim picture of the obsolete housing industry which controls living today. Now MARCH OF TIME brings the whole story together for you in a clear and authentic film.

LIFE READERS WILL ALSO LIKE these other recent MOT releases: "Night Club Boom" "Report on Greece"

PRODUCED BY THE EDITORS OF TIME AND LIFE

THE MARCH OF TIME

Every
Four
Weeks
RELEASED BY
20th
CENTURY-FOX

CAN YOUR SCALP PASS THE
***F-N TEST?**



*F-N
the famous
Finger Nail
Test

1 It's F-N, the test for men! The "Finger Nail Test!" Scratch your head and see if you find dryness or loose, ugly dandruff. If so, you need new Wildroot Cream-Oil Formula. Relieves dryness, removes loose dandruff! Buy the large size.

YOUR HAIR CAN LOOK
LIKE THIS WITH NEW
**WILDROOT
CREAM-OIL**



2 Only a little Wildroot Cream-Oil can do a big job for your hair. Keeps your hair well groomed all day long without a trace of that greasy, plastered down look! Your hair looks good and feels good!

NON-ALCOHOLIC
**CONTAINS
LANOLIN!**

3 LANOLIN is an oil resembling the natural oil of the human skin! No wonder 4 out of 5 users in a nation-wide test preferred Wildroot Cream-Oil to other preparations formerly used. Get it today from your barber or drug counter.

IMPORTANT: Smart women use Wildroot Cream-Oil for quick grooming, and to relieve dryness. Also excellent for training children's hair!



CREAM-OIL CHARLIE SAYS:



Tune in! The Woody Herman Show every Friday night on ABC (Blue) Network.

"The Postman Always Rings Twice" CONTINUED



NICK IS MURDERED by Frank and car is driven over a steep cliff. Frank and Cora conspire to make his death look like the result of drunken party.



SUSPICION RISES between guilty couple when they are arrested. Lawyer (Hume Cronyn) arranges for manslaughter charge, suspended sentence.

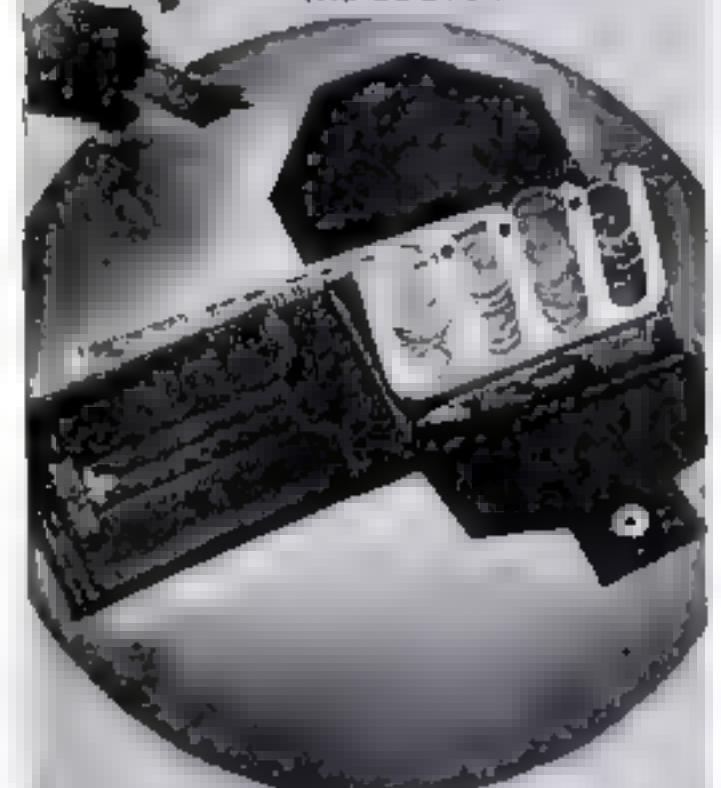


THEY MARRY. While swimming, Cora thinks of suicide but he carries her in. Then she dies in accident; Frank is mistakenly convicted for her murder.

for the scotch in you

**WALES
SCOTCHFOLDS**

THE SCOTCH WAD



WITH THE "KANT-SPILL" FEATURE

If the "Scotch" in you makes you hate losing money, let the new Wales Scotch Wad hold your coins securely, conveniently, and economically. Full-size bill compartments, identification holders, and a convertible feature that turns the Scotch Wad into an easel frame for your favorite photo!

THE SCOTCH WAD AND 25 OTHER WALES STYLES WHEREVER BETTER LEATHER GOODS ARE SOLD

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**BACK AGAIN!
PRECIOUS
NAIL FILES**

More wonderful than ever before! La Cross precision made implements are once more helping to beautify America's nails. Look for La Cross manicure implements at all fine stores.



La Cross For more than 4 decades America's Finest Manicure Implements

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MEN! MEET THE RAZOR
with the
HE-MAN BLADE!



**DURHAM
DORSET**

No matter if your chin sprouts baling wire, here's the blade that will conquer it. It's the original Durham-Duplex hollow-ground double-thick blade that holds an edge against all odds. Try it. You'll like the Dorset's excellent balance, too, and its generously wide shaving edge. Get one today. The Dorset with 6 blades, 75¢, or the Durham barber-type 6 blades, \$1.00. Durham blades to fit either razor, 5 for 50¢.

DURHAM-ENDERS RAZOR CORP., DEPT. L, MYSTIC, CONN.



Three Hits with a Miss!

One sure way to impress the ladies is with a smart line—of Van Heusen Sports Shirts. They go for Van Heusen's fresh new colors and swanky masculinity. You'll go for the cool, soothing comfort of these luxuriously soft fabrics tailored with the magic needle of Van Heusen seamanship! Start making a hit with the misses (or Mrs.) today—get into any of these Van Heusen Sports Shirts! Sported by the three gentlemen above: left and center, *Macaboy* and *California Lo-No De Luxe*, both with long sleeves. The young man at the right is wearing the *Langland*; same model with long sleeves is called the *Pinchurst*.

PHILLIPS-JONES CORP., NEW YORK 1, N. Y.

Makers of Van Heusen Shirts • Ties • Pajamas • Collars • Sportswear



Upper right: *California Lo-No*—in long or short sleeves.

Above: *South Shore* in short sleeves. Call it *North Shore* for long sleeves.

Above: The smartly styled *Manteray*

Left: The *Milcrest* in short sleeves it's *Oakland*.

Van Heusen

SPORT SHIRTS

SELECTING A FINE GIFT ? *You're Sure... when you say*
Gold



SELECTING A FINE WHISKEY ? *You're Sure... when you say*



Say Seagram's and be Sure... of Pre-War Quality

BLENDED WHISKEY 86.8 Proof. Seagram's 5 Crown. 72 1/4% Grain Neutral Spirits. Seagram's 7 Crown. 65% Grain Neutral Spirits.

Seagram - Distillers Corporation, Chrysler Building, New York



EVERY WEDNESDAY NIGHT AS REGULARLY AS THE TIDES, VACATIONISTS GATHER FOR DINNER AND DANCING ON THE TERRACE OF THE ROYAL VICTORIA HOTEL

Life Goes to Nassau

The quiet, exclusive Bahamas resort is being confronted with an unprecedented invasion of travel-hungry Americans

The first real-estate plug ever recorded in the Western Hemisphere was directed at the Bahamas, a group of small islands off Florida's east coast. The plugger was Christopher Columbus, who said in 1492, "This country excels all others as far as the day surpasses the night in splendor." But he was ahead of his time. It was 400 years before the balmy climate and beautiful blue waters of the islands attracted more than occasional tourists. Around 1900, a few Canadian and American millionaires began to congregate around Nassau, capital of the Bahamas. These wealthy newcomers allied themselves with the British governmental set to

preserve the quiet, stratified social life of a colonial aristocracy. Under their regime this life is luxurious without being showy. There is little organized night life. Even the Duke of Windsor failed to impart any permanent glitter to the place. Doggedly exclusive and completely uninterested in Nassau's further development as a big resort, the old guard grumbles and goes indoors when tourists pour ashore from cruise ships.

But Nassau's well-entrenched idyl may be about over. Only 80 minutes by air from Miami, it has grown rich twice before on domestic upheavals in the U.S., on blockade-running during

the Civil War and on rum-running during Prohibition. Today America's war-deferred thirst for travel is giving it its third great shot in the arm, a shot which is welcomed by the majority of Nassauvians. A similar threat was averted at one point during the Florida land boom when coincidentally Nassau slapped a smallpox quarantine on travel from the Florida mainland. This meant that tourists in Miami had to go all the way to New York for the only available boats to Nassau. But now Nassau's quiet aristocrats, whether they like it or not, may find themselves in the center of the fastest growing winter resort in the world.



FISH HAUL, A NASSAU SPECIALTY, WAS ORGANIZED BY REAL-ESTATE MAN HAROLD CHRISTIE, SIXTH FROM RIGHT ABOVE. GUESTS WADED IN THE SHALLOW INLET.



NASSAU'S WATERFRONT is always crammed with native fishing smacks whose owners have come to town to sell fish and vegetables. Dilapidated but seaworthy, these boats are hand-built and have homemade sails patched with odds and ends of cloth.



JOHN T. MC CUTCHEON, famous cartoonist who is now 76, lives in seclusion with his wife (right) on Treasure Island, which he bought in 1916. He has no telephone, pays so little attention to schedules that his island's motto is, "Too late, but never mind."



HEMMING SEVERAL HUNDRED FISH IN NET, WHICH THEY TOOK HOME AFTERWARD



BATHERS at Nassau love the white beaches and the delicious warm blue water. Most vacationists live in bathing suits, spend much of their time swimming, sailing or water skiing (above). Latter is popular because soft breezes seldom ruffle surface of water.



RULERS OF NASSAU are His Excellency, the governor, Sir William Lindsay Murphy, political head of the islands, shown above with his wife, their two daughters, dog Sneaky and cat James, and Lady Jane Williams Taylor (below), Nassau's social arbiter. With her are her daughter Brenda Perry and granddaughter Brenda Frazier Kelly.



Glory be!

BETTER BEDDING BY BURTON AGAIN!



*And happier rest for you
who have waited*

Yes, it's again available, the Burton line, more beautiful than ever, and with new improvements!

There's Slumberon, the deeper, luxuriously comfortable mattress with its famous Ortho-Flex coil construction. Ask your dealer to show you *all* the Slumberon features . . . features so rest-inducing that Slumberon could be called the mattress of "silent lullabies."

And Burton's DeLuxe Bed Spring! It's the nation's choice . . . more than 4 million users enjoy its quiet, velvety action, its sag proof comfort. See, too, Burton's Izolin Pillows and Comforters . . . you'll not wonder why for more than 40 years people have said, *for perfect relaxation and comfortable sleep . . . when you buy Burton you buy the best.*

Better Bedding by Burton

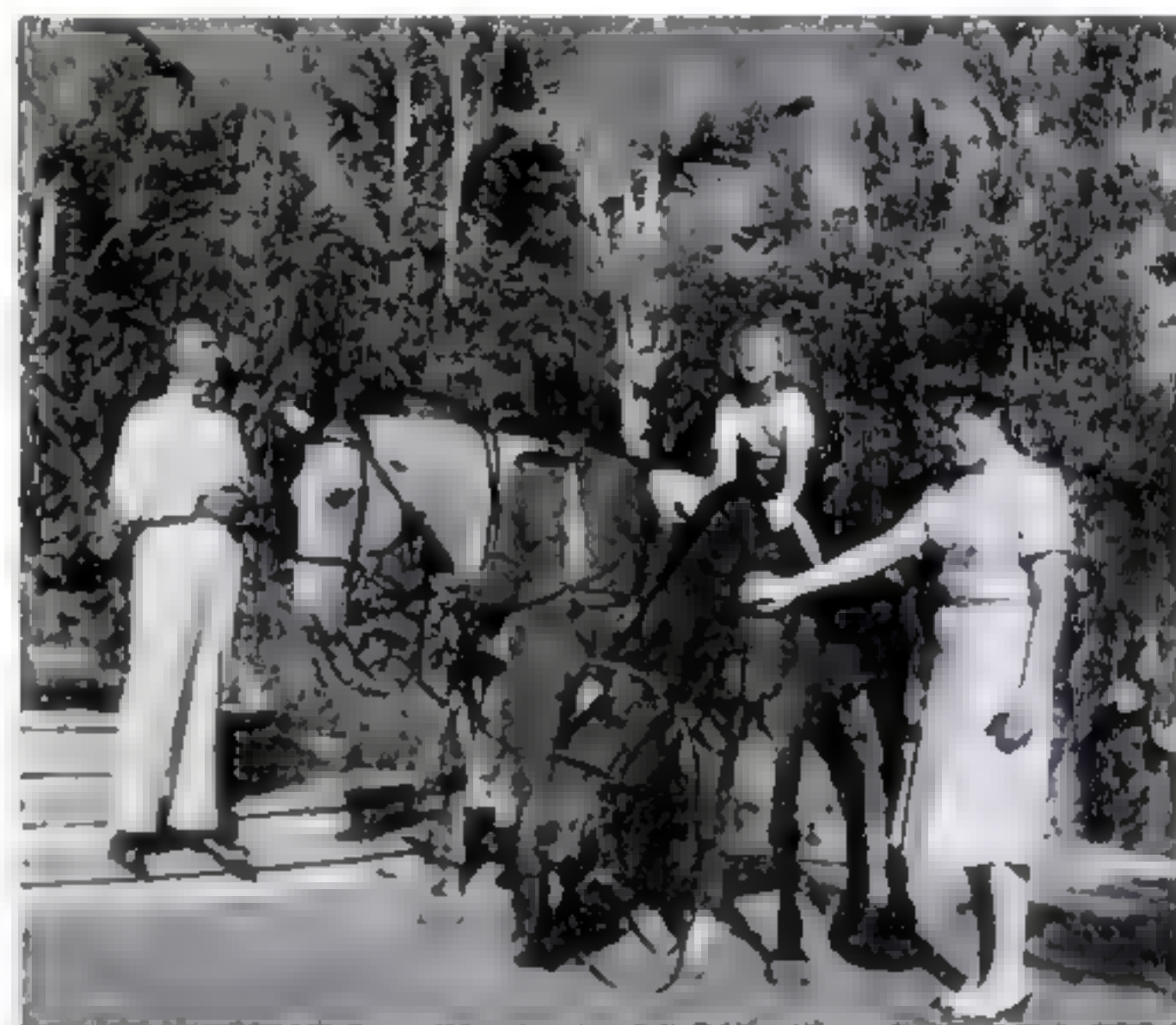
BURTON DIXIE CORPORATION

CHICAGO • BROOKLYN • NEWARK • KANSAS CITY • DETROIT • LANSING • MEMPHIS • BLACKSBURG
WAREHOUSES IN PRINCIPAL CITIES

Nassau CONTINUED



PORCUPINE CLUB, most conservative and fashionable of Nassau clubs, has delicious food and 75 charter members, all Americans. Children are not allowed on club's superb beach, must play on adjoining beach of their own.



RIDING LESSON for the daughter of Mr. and Mrs. Frederick Sigrist starts in front of the home he built in 1940 on Prospect Ridge, two doors from house of Lady Jane Williams-Taylor. Sigrist is an English plane manufacturer.



PARTY is given by the C. Srydam Cuttings (standing at right) on private beach below their 300-year-old Spanish home, Old Fort, 11 miles from town. The canopy is copy of one which Explorer Cutting brought back from Tibet.

CONTINUED ON PAGE 141

Packed with Good Taste!



● Among the important "little luxuries" of the sophisticated world, you find Teaberry Gum. During an evening's gaiety, discriminating people value its quick refreshment. The deliciously *different* flavor of mountain-grown teaberry is juicy-cool and bracing! And the smoother, finer quality of the chewing gum completes your enjoyment.

CLARK'S TEABERRY GUM

Carry It with You Always



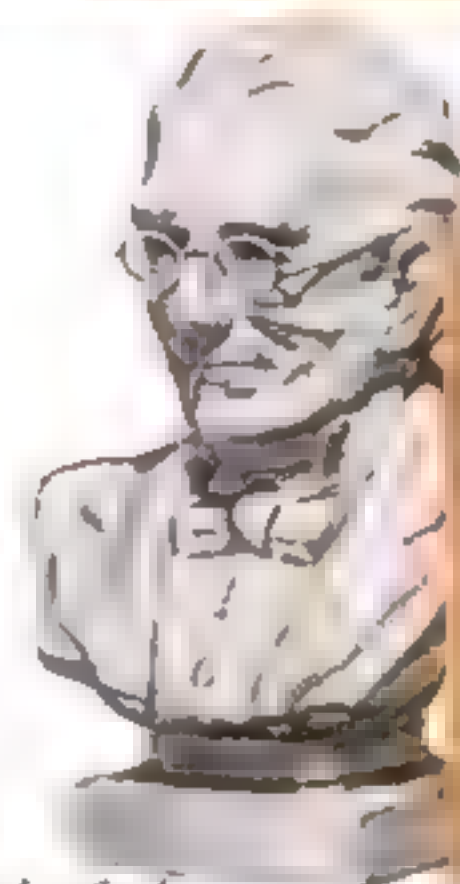
SKILL

One taste of Old Grand-Dad and the most experienced judge of good bourbon knows he's in the presence of artistic achievement. Here is the honored work of skilled hands—here is delight to the eye and pleasure to the palate. Be the occasion a notable one of white linen and gleaming silver—or just a friendly hour by an open fire—let Old Grand-Dad join in the welcome you extend your guests.

OLD GRAND-DAD

BOTTLED IN BOND

Kentucky Straight Bourbon Whiskey • 100 Proof • National Distillers Products Corporation, New York



*Head of the
Bourbon Family*





JOHN LODGE, brother of ex-U.S. Senator Henry Cabot Lodge, and his Godiva haired wife Francesca bathe on a lonely stretch of beach. The horse is a polo pony which a stableboy had turned loose for exercise and a swim.



SAILING RACE for small boats was won by Godfrey Higgs, rising Bahamian lawyer and counsel for Alfred de Marigny in the Sir Harry Onkes murder trial. His crew was General Crerar, No. 1 Canadian soldier in World War II



GOVERNOR'S GRANDSON, John Caulfeild (left), frolics in the sand on the governor's private beach with Serena Russell, first cousin thrice removed of Winston Churchill. Her great-great-grandfather was Churchill's uncle.

3¼ surface inches of
HONEY
make the difference



REG. U.S. PAT. OFF.

IMPERIAL \$1.50
Apple Shape

More than 20,000,000 sold

That's real honey you see—inside the Yello-Bole Pipe. And what a difference it makes in your enjoyment! Its pleasant aroma and mildness have won the complete approval of millions of men who have tried Yello-Bole since 1932. These men give better testimony than we ever can, of the lasting satisfaction of the Yello-Bole Pipe. Yello-Bole Pipes are at your dealer's, in various shapes.

"I've bought many a new pipe, but I never yet smoked the first pipeful all the way through."

"I'll bet you don't put down this new Yello-Bole till you've smoked every bit of tobacco in it."



- \$1  this seal in bowl
- STANDARD  this mark on stem
- \$1.50  this seal in bowl
- IMPERIAL  this mark on stem
- \$2.50  this seal in bowl
- PREMIER  this mark on stem

The honey treatment of Yello-Bole Pipes makes them mild and agreeable even on the first smoke, when you'd expect a new pipe to taste "new"

Kaufmann Bros. & Bondy, Inc., Est. 1851, 630 Fifth Avenue, N. Y. 20.
"Where Pipe-Making Has Been a Tradition for Almost 100 Years."



HOT IN 30 SECONDS

Sunbeam

DOUBLE AUTOMATIC
IRONMASTER

REG. U.S. PAT. OFF.

• HEATS QUICKER • STAYS HOTTER • IRONS FASTER

Until you've used Sunbeam Ironmaster, you've no idea how much faster and easier ironing can be. No waiting for it to heat up—it's ready to go in a split minute, and always delivers the *correct*, steady heat for whatever fabric you're ironing. That's why you finish quicker, feeling fresher with a Sunbeam on the job.

ONLY SUNBEAM HAS the *Thumb-tip Heat Control Dial* up in the handle, where it is always cool and convenient. Easy-to-see. Easy-to-set. A finger-touch sets it for the correct, safe heat you want.

ONLY SUNBEAM HAS the *Quick, Steady Heat* made possible by Double-Automatic Heat Control, an exclusive Sunbeam invention. Heats faster—but never overheats. Reaches safe Low Heat for rayons in 30 seconds, quick High Heat for heavy, damp linens in 2½ minutes.

IN ADDITION, IT HAS the air-cooled, wrist-resting handle . . . larger ironing surface . . . permanently attached cord set . . . new streamlined beauty.

On sale wherever good electric appliances are sold.

Made and guaranteed by **SUNBEAM CORPORATION** (formerly Chicago Flexible Sheet Company)
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Canada Factory: 321 Weston Rd., So., Toronto 9 • Over Half a Century Making Quality Products

Famous for *Sunbeam* TOASTER, MIXMASTER, COFFEEMASTER, SHAVERMASTER, etc.



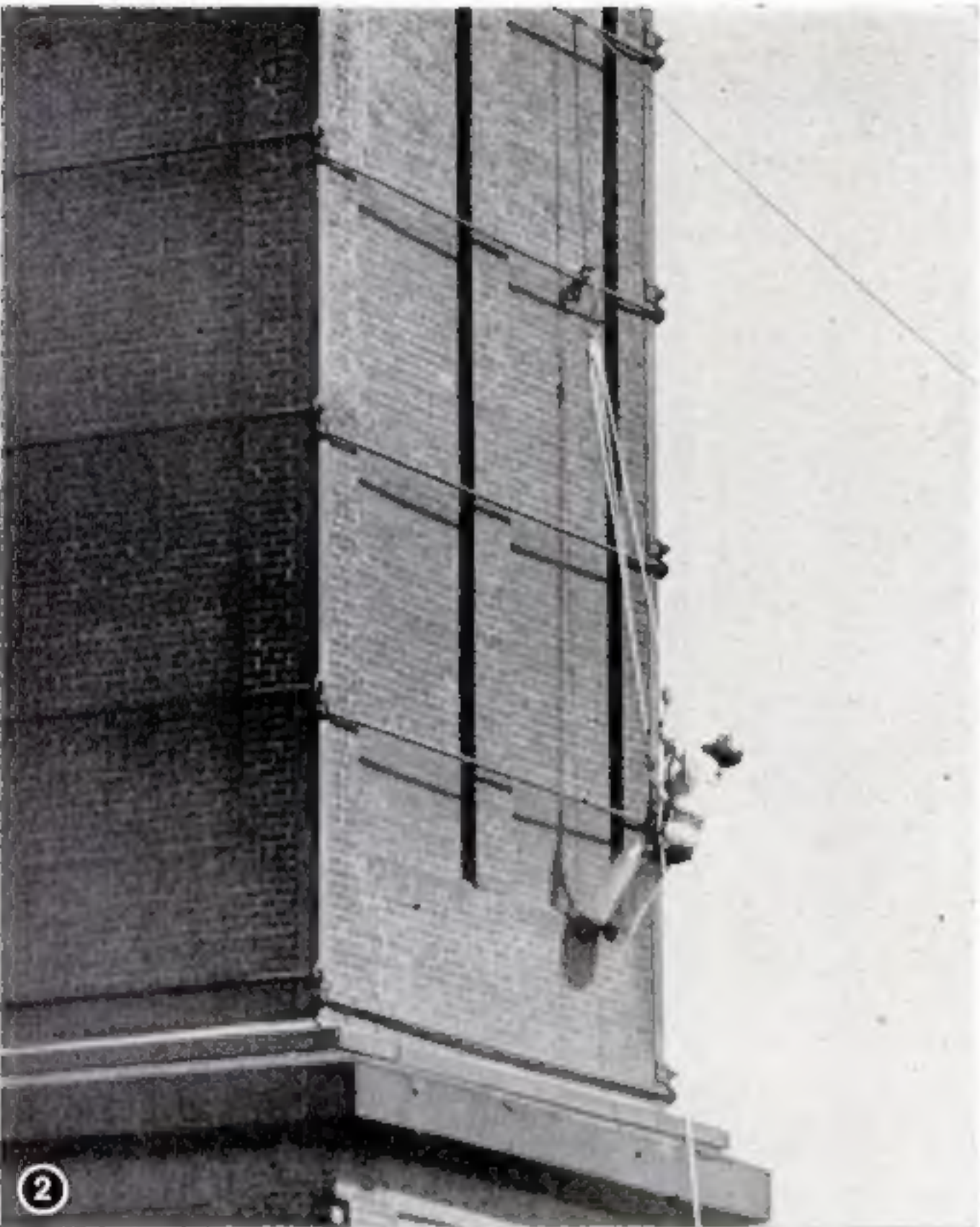
TO START CLIMB, CLARK (LEFT) IS HAULED PART WAY BY ASSISTANT



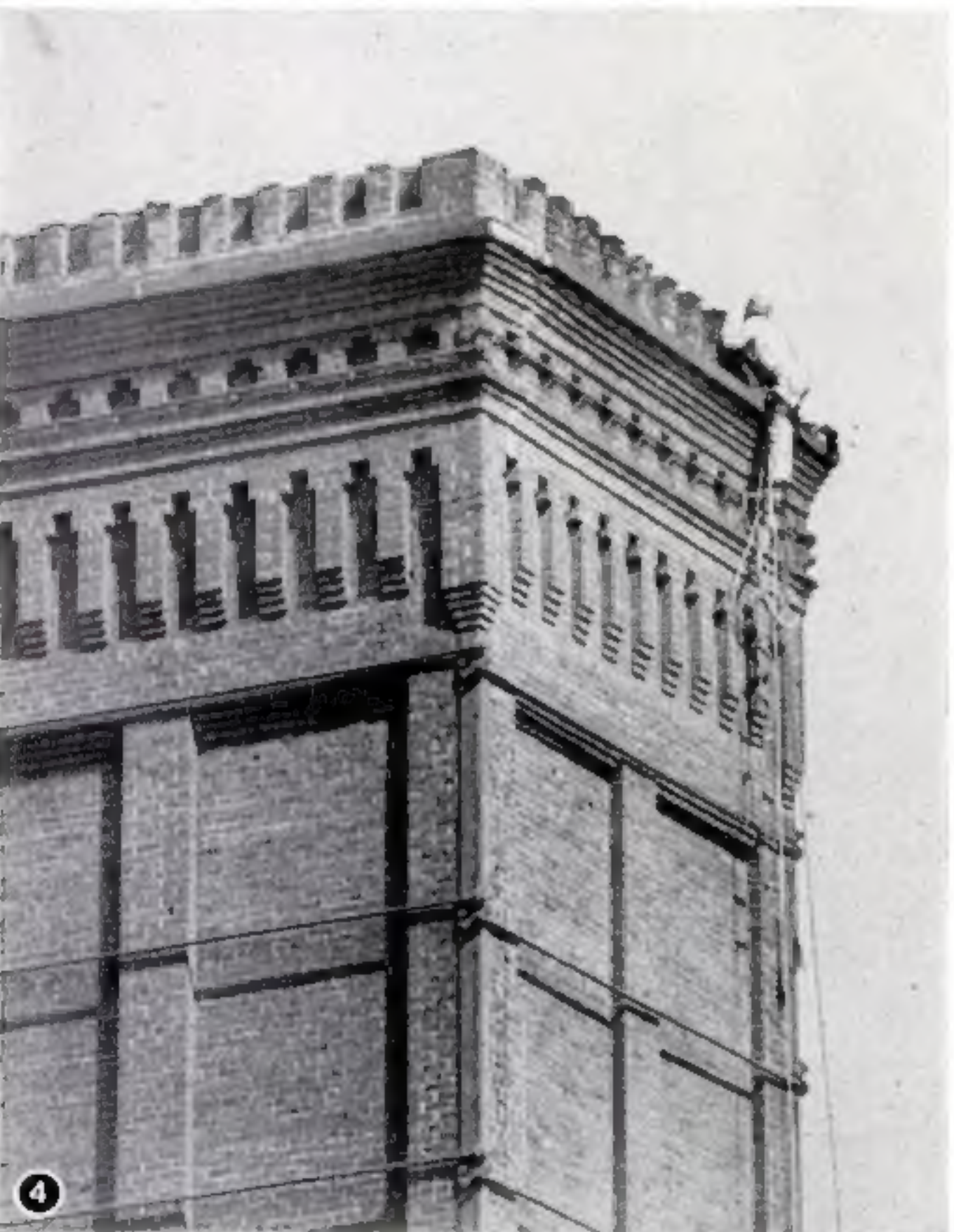
NEAR TOP, HE SWINGS LADDER OVER THE LAST BAR AFTER THREE TRIES

STEEPLEJACK'S CLIMB

A Californian takes three hours to inch his precarious way up a 170-foot chimney tower



AT END OF HAUL, 180-POUND CLARK STARTS REST OF CLIMB ON HIS OWN



AT TOP HE FINDS HOOK HAS NOT CAUGHT BUT ONE LADDER RUNG HAS

For the modest fee of \$200 Steeplejack Ralph Clark last month climbed and inspected the 170-foot chimney of San Francisco's Western Sugar Refinery. It was a stomach-turning job. He was hauled part way by a pulley hooked over a supporting bar on the chimney. Then he threw a grappling hook over the next support, pulled himself up, dragging a rope behind him so he could get back down. He repeated the procedure until he reached the top. During this performance, which took three hours, his wife watched him. But the last 30 feet were too nerve-racking. She stopped looking, swore she would never watch him climb again.

CONTINUED ON NEXT PAGE



Dinner is so Romantic with VALLIANT California Burgundy

How gay your table looks . . . how glamorous the evening becomes . . . when you serve Valliant Burgundy with your meals. Its smooth, well-rounded flavor is a heritage of vineyard cuttings imported long ago from Europe. And to safeguard its high character, it is bottled by the winery in California. Full-flavored and pleasantly tart, Valliant Burgundy is so fine you will enjoy it every night—at home or at your favorite restaurant.

Also try the Valliant California appetizer and dessert wines: Valliant Sherry, Valliant Port, Valliant Muscatel.

W. A. Taylor & Company, New York City.
Sole Distributors for U. S. A.

GOOD TASTE WITH ANY FOOD

Few households keep an assortment of table wines. Many choose Burgundy because they like its flavor best. So—forget the "do's and don'ts" you've heard about serving wine and just remember that "Valliant Burgundy is good taste with any food."

VALLIANT and Son
VINEYARDS



The best brushes have
**DU PONT NYLON
BRISTLES**



"Too good to keep under my hat!"

"Ever since I got my nylon-bristled hairbrush, I've been telling all my friends how clean, how strong, how everlastingly stiff these nylon bristles are. With that gleaming handle of 'Lucite'... you have beauty that is really something special."

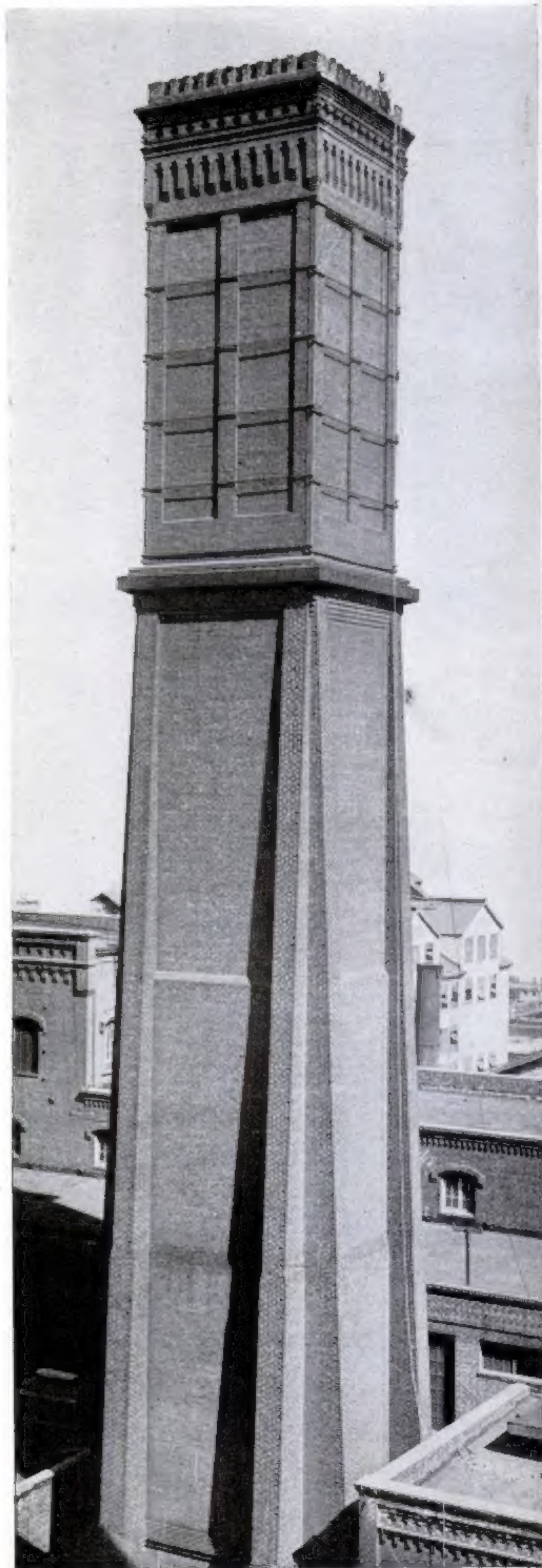
You can get other brushes, too, with bristles of Du Pont nylon:—toothbrushes, industrial, household brushes, and soon paintbrushes. At your dealer's. Look for the name nylon on the brush or package. E. I. du Pont de Nemours & Co. (Inc.), Plastics Dept., Room 624, Arlington, N. J.

* Du Pont's trade mark for its acrylic resin.

Product of **DU PONT** Plastics

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY

Steeplejack's Climb CONTINUED



ON TOP OF TOWER Clark finds bricks rotted, attaches permanent hoists to make repairers' climb easier. He almost fainted from the chimney's fumes



*Bright Thought
for Spring...*

**Try Schenley Reserve
-it's Mellow as a
Sunny Morning**

Those who appreciate the rich, smooth flavor which comes of quality ingredients skillfully blended have made SCHENLEY Reserve America's most widely enjoyed whiskey. Try it soon. Blended whiskey 86 proof. 65% grain neutral spirits. Schenley Distillers Corp., N. Y. C.



A·B·C

A ALWAYS Milder
B BETTER TASTING
C COOLER SMOKING
All the Benefits of Smoking Pleasure

I Always Buy
CHESTERFIELD

RIGHT COMBINATION — WORLD'S BEST TOBACCOS
— PROPERLY AGED